

# Chemist & Druggist

Benn

JANUARY 17 1976 THE NEWSWEEKLY FOR PHARMACY

## MIGRAINE?

### HOW YOU CAN HELP

Your customer (and millions<sup>3</sup> like her) has regular attacks of migraine. She comes in for sympathy and common analgesics, which at best may only afford inadequate relief. It's a problem she may have to live with.

Only a fraction of migraine sufferers have consulted a doctor for it. So how are they to know such a product as Migraleve exists, unless they learn it from you? (It is advertised only in medical journals) Migraleve is the **only** specifically anti-migrainous ethical preparation which can be counter-prescribed, and is backed by extensive British clinical trials which confirm<sup>1,2</sup> the effectiveness of non-ergotamine **Migraleve** in the treatment of migraine.



- considerably less vomiting than with ergotamine-based treatment<sup>1</sup>.
- can be continued with safety for as long as necessary – therefore should be tried first<sup>1</sup>.
- effective in 79% of migraine attacks – and preferred by 65% of ergotamine users<sup>2</sup>.

#### References

1. Practitioner (1973) 211, 357
2. Medical Digest (1972) 17, 7
3. Latest published estimates of prevalence gives an average of 17% of all men and 27% of all women

#### Formulation

Migraleve Pink Tablets contain buclizine, paracetamol, and codeine.  
Migraleve Yellow Tablets contain paracetamol and codeine.

NON-ERGOTAMINE  
**Migraleve®**

### RAPID SALES GROWTH CONTINUES!

Can your stocks meet the increased demand?  
Order on the next bonus mailing.

International Laboratories Ltd., Sunbury-on-Thames, Middx TW16 7HN

Sunglasses  
SPECIAL SUPPLEMENT

ICML: two  
years on

Cross &  
Herbert  
acquisitions

NAGPEP  
go-ahead

Polaroid's  
challenge to  
C&D readers



# MACFARLAN SMITH LTD

Wheatfield Road, Edinburgh EH11 2OA

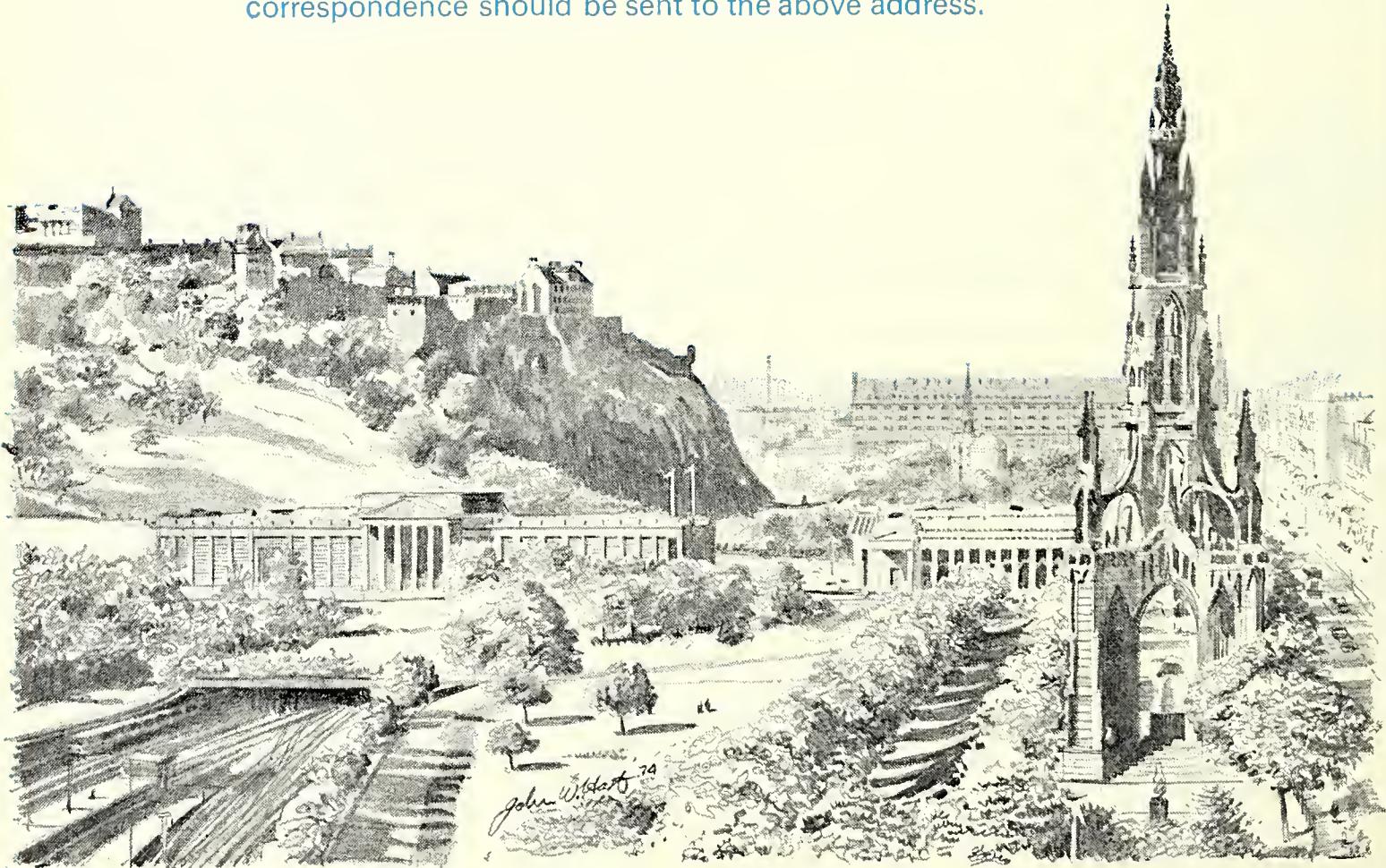
Telex 727271

Telephone 031-337 2434

Telegrams MECONIC EDINBURGH

Manufacturers of Bulk Medicinal Chemicals  
for the Pharmaceutical Industry.

All departments of Macfarlan Smith are now located  
in Edinburgh and enquiries for quotations and other  
correspondence should be sent to the above address.



# Chemist & Druggist

The newsweekly for pharmacy

17 January 1976 Vol. 205 No. 4998

117th year of publication

Editor Arthur Wright, FPS, DBA

Advertisement Manager Peter Nicholls, JP

Publisher James Lear

## Contents

Comment □ Representatives	59
"Growing interest"—so NAGPEP goes ahead	60
Public in favour of child-resistant containers	61
More publicity for role of the information pharmacist	62
Society's Council proposes a "Welsh Executive"	64
Fiftieth anniversary of pharmacological laboratories	65
The Xrayser Column: Reprieve	66
Polaroid's challenge to C&D readers	73
PET: Incentives required, not penalties	78
ICML: Two short years	83
"Nationalisation necessary to provide a full service"	85
Biological half-lives	86
Cross & Herbert expand in West Country	87
 Books 79	News in Brief 66
Coming Events 88	On TV Next Week 76
Company News 87	People 66
Films 76	Prescription Specialities 68
Letters 65	Shopfitting Notes 80
Market News 88	Trade News 72
New Products 68	Classified Advertisements 89

Published Saturdays by Benn Brothers Ltd  
25 New Street Square, London EC4A 3JA (01 353 3212)

Editorial and Advertisement Offices  
25 New Street Square, London EC4A 3JA (01 353 3212)

### Regional Advertisement Offices

Midlands: 240-244 Stratford Road, Shirley, Solihull, West Midlands B90 3AE 021 744 4427  
North East: Permanent House, The Headrow, Leeds LS1 8DF 0532 452841  
Scottish: 74 Drymen Road, Bearsden, Glasgow 041 942 2315  
North West: 491 Chester Road, Old Trafford, Manchester M16 9HF 061 872 5151  
West Country and South Wales: 10 Badminton Road, Downend, Bristol BS16 6BQ 0272 564827

Subscription Department: 125 High Street, Colliers Wood, London SW19 2JN. Telephone 01 542 8575

Subscription: Home and Overseas £18 per annum  
40p per copy (by post 50p)



# Comment

## Representatives

The pharmaceutical industry is justifiably gratified by the results of a survey into general medical practitioners' attitudes to medical representatives carried out on behalf of the Office of Health Economics (last week, p28). The survey was undertaken because of the likelihood that the industry would be asked by the government to examine—and possibly reduce—its expenditure on promotional activities and to look particularly at the functions of the representative.

The findings undoubtedly justify the representative's existence and put to rest the spectre of his activities created by some of the industry's critics. Doctors do rely on this channel of communication with the industry and for one-third of those questioned they were the most important means of learning about new products—and nearly two-thirds had used the representative for reporting adverse reactions to drugs (against only 49 per cent who had submitted "yellow cards" to the Committee on Safety of Medicines).

The "success rate" of the representative is also shown up by the survey. Questioned on the last visit received, 23 per cent of the doctors interviewed were persuaded to try a product they had not used before, 9 per cent would use it more often as a result of the visit—and only 8 per cent were "unlikely to try" or "certain not to use" the product detailed.

Features of representation liked by many doctors were personal contact, exchange of views, discussion, and the opportunity to ask questions. In these areas, the representative was unrivalled by the other main communication methods for new products, such as articles in medical journals and recommendation by consultants. Fifty-five out of 249 doctors who had prescribed a new product in the previous six months gave the representative as the medium which had "helped most" in making their decision.

All this is music to the industry's ears, but where does the profession of pharmacy fit in? Nowhere, apparently, because the surveys showed (what they set out to prove?) that half the doctors questioned did not think a representative needs to be pharmaceutically qualified but that three-quarters (of a different sample) believed he should have a basic scientific qualification. The doctors were not asked what would be the most desirable qualification!

Again, the pharmacist was not included in the list of "communications media" the doctor could specify. Had he been, he may not have come out too well since MIMS ("invaluable or of considerable value" to 65 per cent of doctors) is to hand for the GP doctor seeking brief information about existing products while the GP pharmacist is largely ignored by the industry—not only as a communications medium, but for the provision of the basic "tools" to practise his profession.

Yet one table in the survey shows that 60 per cent of GP's choosing medical journal articles did so because they were "unbiased, ethical, trustworthy". The pharmacist is in a position to combine those qualities with the "personal contact" provided by the representative—and he is more easily accessible. More use should be made of his talents.



Contents © Benn Brothers Ltd 1976. All rights reserved.  
No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior permission of Benn Brothers Ltd.

# 'Growing' interest—so NAGPEP goes ahead

The steering committee of the National Association of General Practice Employee Pharmacists decided on Monday to go ahead with setting up the association.

A statement issued by the committee on Tuesday stated that the decision was made "in the light of the rapidly growing interest from employee pharmacists." A constitution was being prepared for ratification at a meeting in February. The statement gives NAGPEP's aims as:

- The advancement of pharmacy with particular regard to employee pharmacists.
- To provide a means of communication within the profession as a whole and between general practice employee pharmacists in particular.
- To advise the Council of the Pharmaceutical Society of all matters affecting general practice.
- To gain representation in all branches of pharmaceutical politics.

The statement adds that NAGPEP has refused an offer of talks with the general practice pharmacy section being set up by the Association of Scientific, Technical and Managerial Staffs. "Indeed NAGPEP has no intention of involvement in the terms and conditions of employment of employee pharmacists. NAGPEP believes in the professional approach through the Pharmaceutical Society to seek greater representation for general practice employee pharmacists and supports the Pharmaceutical Society in its desire for unity within the profession."

Further information about the association is available from Mrs A. O'Brien, 6 Millmead, Byfleet, Weybridge, Surrey.

#### ASTMS view

Mr Stanley Davidson, assistant general secretary, ASTMS told *C&D* that he had received a reply from NAGPEP about the offer of discussions and noted that NAGPEP had no desire to be involved in employee pharmacists' terms and conditions of employment. He welcomed the statement as a clarification of the situation—ASTMS had assumed that as the Joint Boots Pharmacists Association had joined NAGPEP, they were interested in the economic situation. That was different to what ASTMS set out to achieve, which was purely on the economic front, with no interest in the professional side.

#### Guild's 'productive' meeting with ASTMS officials

Representatives of the Guild of Hospital Pharmacists last week met senior officials of ASTMS over the autonomy of the Guild as an ASTMS section.

The meeting was requested by the Guild's Council which recently expressed concern over its professional autonomy

(*C&D*, December 13, 1975, p79E). Mr C. Hetherington, the Guild's president, told *C&D* it "went very well". He thought it helpful and productive and he was personally satisfied at the outcome. He will be reporting on the meeting to the Guild's Council on January 30.

The Guild was represented by Mr Hetherington, Mr C. Hitchings the Guild's vice-president, immediate past president Mr J. G. Roberts and Mr C. P. Robinson. ASTMS officials present were Mr Wells, president, and Mr C. Jenkins, general secretary.

#### Proposals to allow price restraint cross-subsidies

Mrs Shirley Williams, Secretary of State for Prices and Consumer Protection, last week issued a consultative document proposing technical changes to the Price Code to allow cross-subsidisation—to be used where this would help companies restrain prices of items coming within the proposed price restraint scheme.

Under the proposals, firms would be allowed to transfer price increases from items within the scheme to other items in order to recover any revenue foregone by observing the scheme. An Order amending the Code would make the changes effective from February 1—the target date for the scheme's start—provided that negotiations between Government, industry and the

distributive trades were successful in bringing the scheme into operation.

□ Mrs Williams has given a direction allowing the Monopolies and Mergers Commission more time to complete its report about advertising restrictions on barristers in England and Wales and advocates in Scotland. The report is now to be presented by April 30 rather than January 24.

#### Rise of 22 per cent for November sales

Retail sales by chemists and photographic goods dealers during November advanced 22 per cent over the same period last year, according to the Department of Industry's figures. That compares to an increase of 16 per cent for retailers generally, with the all chemists' index now at 201 (1971=100), and that for all kind of business 196. Independent chemists' sales rose 17 per cent to a new index of 158. Figures for multiple and co-operative society chemists are not given, and the figures do not include NHS receipts.

□ The final seasonally adjusted index of the overall volume of retail sales in November is 105.9 (1971=100), which the Department says confirms the view that the volume of trade has changed little in recent months.

#### Co-op advertising continues

The latest Co-operative movement national Press advertising, which appeared last week, was headlined "Co-op pharmacies cut your cost of living! Look out for these offers at Co-op pharmacies where you see this sign." The new "Family care and beauty" motif was shown alongside. Representatives of the Pharmaceutical Society are to meet the Co-op Pharmacy Technical Panel on January 19 to discuss advertising (see p64).

#### OFT director criticises Act's 'onesidedness'

The director general of the Office of Fair Trading, Mr John Methven, has criticised the Act which set up his office for not giving him powers to inform retailers.

Speaking recently at the College for the Distributive Trades and reported in the Distributive Industry Training Board's journal *Training Times*, Mr Methven said far too many people who had been in retailing, marketing and advertising all their lives had only the haziest conception of what the consumer protection laws are or what they say. That was borne out time and again in the consumer complaints reaching OFT and other agencies.

However the Fair Trading Act refers only to consumers, "so I have no power whatever to spend time, money or effort on educating the retail side about consumer laws . . . Frankly, I think this is unsatisfactory and indeed, unfair because, although I am supposed to be an independent public official trying to hold the middle ground between the buyer and the seller, I am empowered only to educate and inform on one side."

He was convinced that the vast majority of traders wanted to deal fairly with

their customers and give a good service. Most businesses were too busy to waste time deliberately trying to deceive or rob their customers, and in any case, they wanted to see their customers come back—to buy again, not to complain. However again and again he had heard of staff giving "thoroughly inaccurate advice"—albeit with the best of intentions—to customers about the laws on shopping.

The Sale of Goods Act, which was at the heart of modern consumer law, Mr Methven felt was "one of the best-kept State secrets of this century." It had been law for over 80 years, "and hardly anybody knows about it, least of all the retailing trades . . . How else can you explain the lack of knowledge displayed in shop after shop?"

Mr Methven urged the College students to make a stand against what he described as "the professional aggrieved customer," and not give in for the sake of peace and quiet, but to tell the complainer firmly yet politely what the legal rights were. "These professionals are as much a menace to fair trading as any unscrupulous trader," he added.

# Survey shows public favour child-resistant closures

A survey, sponsored by UG Closures & Plastics, has shown that 90 per cent of people in the UK are in favour of child-resistant closures.

Mass Observation (UK) Ltd interviewed a total of 426 men and women collecting from pharmacies their prescriptions dispensed in bottles fitted with Clic-loc. Two weeks later the interviewees were visited in their homes.

The survey showed that previous awareness of child-resistant caps was higher in the south and midlands than it was in the north and more amongst women than men, though there was no real difference in awareness between those with children and those without. Similarly, there was no difference in awareness levels between social classes.

Nationally, 90 per cent of those interviewed thought child-resistant closures "a very good idea" or "quite a good idea". In Scotland 90 per cent thought they were "a very good idea" compared with 82 per cent in the south. A further 13 per cent in the south thought them "quite a good idea." No one thought that child-resistant caps were a bad idea, though 6 per cent of those interviewed felt that they were only necessary in homes with children.

In answer to a question asking if they were happy being given a prescription with a Clic-loc child resistant cap, 86 per cent said they were, 8 per cent were undecided and 6 per cent said "no".

#### Few re-closure failures

In-home interviews showed that there was a ratio of 74 to 26 in favour of the Clic-loc cap and 87 to 13 stating that Clic-loc would be advantageous in the protection of children. These interviews also showed that only 7 per cent had failed to replace the cap correctly—15 out of the 16 failures coming from men, of which only two had children in the home under five years old.

One quarter took some time getting used to the closure whereas 38 per cent had no trouble at all. When asked what helped most in finding out how to use the closure, 31 per cent said the instruction "press down and turn" on the cap itself, 27 per cent mentioned an explanatory leaflet with the first prescription dispensed, and 25 per cent said advice from the pharmacist.

Only 9 per cent of people interviewed kept their prescriptions in medicine cupboards. Questions were asked to determine whether people were likely to relax their precautions on safe storage and rely on the child-resistant closure instead: 42 per cent thought they would be more aware of the need to keep medicines away from children while 4 per cent thought they would need to take less care.

When asked which products apart from medicines should have child-resistant caps,

46 per cent named bleach and 36 per cent disinfectants.

Copies of the survey (£25) are available from UG group market research department, United Glass Ltd, Kingston Road, Staines, Middlesex TW18 1AD.

## Draft directive on use of dangerous substances

A draft EEC directive proposes to restrict the marketing and use of certain dangerous substances and preparations. The EEC Council working group concerned has decided that restrictions should be included on polychlorinated terphenyls and polychlorinated biphenyls, allowing these two products to be used only for a few specified purposes. There would also be a ban on the use of vinyl chloride monomer as an aerosol propellant.

It is expected that the proposals will be adopted shortly by the EEC Council of Ministers. Member states will then have nine months in which to introduce the necessary national legislation to comply with the provisions of the directive.

## Trading Bill petitions to reach MPs next week

Petitions protesting against the West Midlands County Council Bill are to be handed to four midlands MPs at the Houses of Parliament next Wednesday.

Mr Stuart Wilton, secretary of the Free Enterprise Survival Campaign, told *C&D* that they would be open petitions asking MPs to reject all similar applications for extensions to municipal trading, not just applications from the west midlands area.

Mr Wilton felt it "most encouraging" that three of the seven district councils—Birmingham, Dudley and Solihull—had

failed to support the trading provisions in the Bill, but "the fight will continue" until the Bill is rejected by Parliament.

Mr A. H. Moseley, a Birmingham member of the National Pharmaceutical Union Executive who has been distributing the campaign's material to local pharmacists, said there had been an excellent response from the public in signing the petitions.

## Booklet condemns OTC sale of the 'pill'

It would be "totally irresponsible" for oral contraceptives to be available on free sale, writes Dr Margaret White, a general practitioner, in a new booklet.

Medical treatment should never be influenced by social or political pressure, she says. Although the "pill" was usually a safe and efficient contraceptive, women should be told of its dangers. "That is why the present pressure from certain quarters to make the pill available in supermarkets or prescribable by nurses instead of doctors is extremely hazardous and if acceded to could lead to serious harm."

In the introduction, Mrs Enid Lucas-Smith, president, National Association of Women Pharmacists, writes: "The pharmacist is in a position to judge the efficacy and safety of any products of this type and is well aware of the conditions necessary for storage and the shelf-life of the product. Would you lightly give your trust to the store or the supermarket? For good as they are at their own business they are not experts on medicines."

"The medical practitioner as prescriber and the pharmacist as supplier are the finest protection for the public that is possible, let us keep it this way."

*"Safety and the pill"* (£0.20). The Responsible Society, 28 Portland Place, London W1.

## NI Society's premises escape damage

The headquarters of the Pharmaceutical Society of Northern Ireland and the Ulster Chemists' Association escaped undamaged last week when a bomb demolished a house in University Street, Belfast. The house attacked was at the other end of the road from the premises.

Baby Stuart—with Valerie and Dennis Bowley, holds the cheque for £1,500 he won by coming first in the national Co-op "baby snapshot" competition. The cheque was presented by Mr Lloyd A. Harrison (right), chairman, Co-operative Wholesale Society and chief executive, Greater Nottingham Co-operative Society; Mr Tom Castledine, superintendent pharmacist, Greater Nottingham Co-operative Chemists Ltd, is at left



# More publicity for role of information pharmacist

Further writers to *The Lancet* have drawn attention to the value of pharmacists in providing drug information.

Dr G. E. Mawer, department of clinical pharmacology, Manchester University, and Dr F. N. Leach, MPS, regional drug information service, Manchester, point out that pharmacists "receive a thorough grounding in those sciences relating to drug action and potency" and hope that both the clinical pharmacologist and information pharmacist will actively co-operate in developing regional drug information units.

Dr W. G. Troutman, WMAHEC drug information service, University of Missouri School of Medicine, USA, writes that his local pharmacists have shown they can provide "an economical and reliable source of clinically useful drug information."

□ Dr B. Hocking, University of Papua New Guinea, writing in the same issue, suggests that Western countries should explore the possibilities of more self-care. Adult education and secondary school courses could be held after which the graduate should have access to simple pathology tests and drugs such as penicillin or oral contraceptives. "Safe" drugs with clear instructions could become widely available via slot-machines, he suggests.

## New drug information system unveiled

A new drug information system was publicly demonstrated for the first time in the UK on Tuesday.

The system—Medex—to be marketed by Pharmacommunications Ltd, 273 Regent Street, London W1R 8BN, is based on the Films System developed in France by which information is recorded by standardised symbols in exact positions on a matrix.

The matrix is a 10 × 20cm transparent strip of polyester. One strip is prepared for each product, by the trade name, covering drug information, interactions with other drugs, foods or the environment. Side effects, precautions and contraindications are also plotted. In all cases the information is plotted by using coded symbols.

By superimposing strips, new symbols are created showing the potential interactions between the products for which the strips were prepared.

Pharmacommunications plan the system to be distributed free to all general practitioners and pharmacy departments in teaching hospitals. The company is also looking into means of distribution to general practice pharmacists.

Individual pharmaceutical companies pay for the cost of the strips for their drugs, and distribute them by their own representatives. The company hope to be

producing the first set of strips in the second half of the year, and have already approached a number of companies on the subject. They were also looking at ways to fund the production of strips for generic products.

## Reward for recovery of Trimster products

A car-load of £300-400 of Trimster baby pants, bibs and stretch suits was stolen from a car belonging to the company's representative in Birmingham on New Year's eve. Trimster (Dorking 4970) are offering a £50 reward for information leading to the apprehension of the criminals and a return of the goods, all of which are labelled "Trimster".

## Move against VAT on GMS script medicines

The Eastern Health Board last week unanimously passed a resolution calling on the Irish Minister for Health to remove VAT from medicines dispensed on General Medical Services prescriptions.

The motion was proposed at a meeting of the Board by Mr H. P. Corrigan, a member of the Council of the Pharmaceutical Society of Ireland and pharmacist

representative on the Board. The VAT recovered from GMS prescriptions is paid back to the Department of Health, and thence to the Health Boards who reimburse the pharmacists for the tax.

## New shapes in containers

Mrs Jennet Jessell points out that the containers she designed for sterile preparations (*C&D*, December 20/27, 1975 p824) were similar in shape to those used at the London Hospital but are not yet being manufactured.

## Westminster report

### Cost of doctors' circular

The Department of Health issued 68,000 copies of a circular to doctors recently showing the steep increase in the number of tranquillisers dispensed over the past few years. In reply to a question in the Commons, Dr David Owen, Minister for Health, said the total cost, including printing, despatching, postage and administrative costs, was £6,000, amounting to about 0.05 per cent of the £11,100,000 cost to the NHS of tranquillisers dispensed in England and Wales in 1974.

### Viral hepatitis claims

Viral hepatitis is defined as an industrial disease under regulations laid before Parliament this week. Industrial benefits would become payable for viral hepatitis from February 2 to employees in close contact with human blood products, or patients with viral hepatitis.

## List of drugs 'which can affect foetal development'

A list of over 80 different drug types which can affect foetal development has been published this month.

The list forms part of an article in the January issue of *MIMS Magazine* by Professor R. S. Illingworth, Emeritus Professor of Child Health, University of Sheffield, who states that drugs, however mild, represent the greatest of all threats to the foetus and should be avoided in pregnancy whenever possible. He adds that only those drugs for which evidence of the effect seems convincing have been included. A revision in two or three years, he feels, would probably have numerous additions "and no more than two or three additions."

Other factors listed include genetic, social, seasonal, geographical and racial factors, infections during pregnancy, endocrine factors and conditions *in utero*. The drugs listed are:

Abortifacients, alcohol, ammonium chloride, amphetamines, anaesthetics, "analgesics", androgens, antacids in first trimester, anticoagulants, antidiabetic drugs, anti-emetics, anti-epileptics, anti-mitotics, anti-thyroid drugs.

Barbiturates, bromides. Cannabis, chlorambucil, chloramphenicol, chlorthiazide,

chloroquine, chlorpromazine, corticosteroids, "cough mixtures".

Diazepam, dichlorophenol, dicophane. Ergot, Ethionamide. Gentamycin, gonadotrophins. Haloperidol, heroin, hexamethonium.

Imipramine, iodine, iron in first trimester, izoniazid, isoxsuprine. Kanamycin. Lead, lithium, local anaesthetics (spinal).

Magnesium sulphate, mercury, methadone, methylamphetamine, morphine, muscle relaxants.

Neomycin, nicotine, nitrofurantoin, novobiocin. Oral contraceptives, oxytocin.

Penicillin, pentazocine, phenmetrazine, phenothiazines, phentytoin, 'progestogens', promazine, propranolol, pyrimethamine, Quinine. Radioactive iodine, reserpine, restocetin.

Salicylates, sex steroids, stilboestrol, streptomycin, sulphonamides. Tetracycline, thalidomide, tolbutamide, trimethoprim.

Vancomycin, vitamin A excess, vitamin D excess, vitamin K excess. Warfarin.

□ Professor Illingworth told *C&D* that the references to cough mixtures and analgesics were taken from a lecture given by a fellow consultant paediatrician, so he could not elaborate on what ingredients were involved.

# Get your hands on it



The new fast selling hand cream that is market leader in Lancashire\* is now available in Yorkshire and the North East (Tyneside). Roskens Hand Conditioner comes in 3 popular sizes, small tube 15G, large tube 45G and jar 100G. Heavyweight television advertising starts on January 21st.

**Make sure you get your hands on it**  
**Roskens Hand Conditioner**

Fisons Limited,  
Pharmaceutical Division, 12 Derby Road, Loughborough, Leics. LE11 0BB.

\*Independent retail audit Sep/Oct 1975

# Professional News

Pharmaceutical Society of Great Britain

## 'Welsh Executive' proposed but Council is against a Scottish 'Society'

The Council of the Pharmaceutical Society agreed at its meeting on January 7 to propose to the Welsh branches of the Society and to Rhanbarth Cymru that an elected executive should be set up in Wales, similar in functions and constitution to the Executive of the Scottish Department of the Society. Initially, secretarial services would be provided from London.

In expectation of receiving the Council's proposals on the question of devolution, the committee of Rhanbarth Cymru is meeting to consider them on January 25. The views of the Welsh branches will be reported to that meeting. Subsequently, the views and comments of Rhanbarth Cymru and each of the Welsh branches will be submitted for consideration by the Council at its February meeting. The president, the secretary and registrar and the deputy secretary of the Society will be attending the January 25 meeting.

The above proposals will also be reported to the Department of Health which has invited the Society's comments on the devolution White Paper. The Department will also be told that the Council feels that the existence of the Scottish Department of the Society has largely anticipated devolution so far as Scotland is concerned, and that the Council would not be in favour of a separate Society for Scotland. The maintenance of a common standard of pharmaceutical practice throughout Great Britain was desirable in the interests of both the profession and the public.

The Council will also inform the Department of Health that it agreed with the White Paper proposal that the Government should remain responsible for maintaining standards for drugs and medicines.

### 'Recognise NAGPEP'

Mr W. H. Howarth drew attention to the existence of the National Association of General Practice Employee Pharmacists (NAGPEP) and pointed out that the organisation had established itself as a national body and wished the Society to recognise it as such and to consult it. He proposed that the Council should ask the organisation for information concerning its aims and objects. Mr G. Walker having seconded the proposal, it was accepted.

The industrial practice subcommittee has been considering how to encourage the employment of more pharmacists in the pharmaceutical industry. The Practice Committee agreed that the subcommittee's views, as expressed in a document "The pharmacist in industry", describing the value of pharmacists to the industry, should be conveyed to those in influential positions. Consideration is also being given

to the improvement of advice on careers in the industry.

Branch secretaries are to be asked to find out if any courses for persons intending to become doctors' receptionists or for general medical practitioner trainees are being organised in their area and, if so, to offer the services of a pharmacist as a lecturer.

It was reported to the Practice Committee that following the Guild of Hospital Pharmacists' insurer's decision not to renew their professional liability indemnity insurance policy, the Guild had recommended hospital pharmacists who wanted professional liability insurance to apply to the Society. To date 1,300 proposal forms had been requested and 410 completed proposal forms had been received and sent to the underwriters.

The Society has been advised by a representative of "CURB" (Campaign on the Use and Restriction of Barbiturates) that a sum of money has been allocated to the Society in order to defray the cost incurred in connection with the collection, by the Society's inspectors, of information on the private prescribing of barbiturates.

### Co-ops, Boots advertising

A meeting is to be held on January 19 between representatives of the Society and of the Co-operative Pharmacy Technical Panel to discuss the use of restricted titles in advertising. And on January 23, representatives of the Society and of Boots Co Ltd are to discuss recent television advertisements by the company.

Complaints are to be made to the Statutory Committee over three matters considered by the Ethics Committee. The first complaint concerns a pharmacy company which was featured in a three-page article in a local newspaper. The article, which described the opening of the pharmacy, comprised an editorial write-up, photographs and advertisements. The second complaint concerns a one-page advertisement by a husband and wife, both pharmacists, referring to their two businesses, one of which is not a pharmacy. That advertisement consisted of a series of small advertisements of sundry articles together with an editorial and a photograph of the staff. The third complaint is to be made against a pharmacy company and its director which had erected above a pharmacy a facia in a style similar to earlier facias about which the director had been warned previously.

The directors of a pharmacy company which was featured in a whole-page advertisement in local newspapers, in which reference had been made to the name of the superintendent pharmacist, are to be

invited to attend for interview at the Society's headquarters. A warning letter is to be sent to a pharmacist who had been distributing circulars in his area, advertising cut price groceries and announcing: "We dispense NHS prescriptions". The conduct of the pharmacists employed at two pharmacies from which excessive quantities of a poison had been sold is to be referred to the Statutory Committee.

The Society is to make representations in Parliament, opposing the West Midlands Metropolitan County Council Bill. The New Legislation Committee heard that it will be possible to raise an objection to and seek deferment of the Bill at its second reading, which is to take place on January 27. If the Bill is not delayed at that point the Society is to present a petition at the Committee stage.

The following were among the guests of the Council at dinner on January 6: Sir Douglas Allen (head of the Home Civil Service and Permanent Secretary, Civil Service Department); Sir William Addison (chairman, Magistrates' Association); Sir George Young, MP; Professor Keith Simpson (head of the department of forensic medicine, London University, and Home Office pathologist); Professor P. Elworthy (head of the school of pharmacy, Manchester University); and Mr J. Wright (secretary, National Pharmaceutical Union and chief executive, Central NHS (Chemist Contractors) Committee).

## Professor G. M. Wilson to chair Safety Committee

Professor Graham M. Wilson, regius professor of the practice of medicine, University of Glasgow, is to succeed Sir Eric Scowen as chairman of the Committee on Safety of Medicines when he retires from office on April 1.

The following are appointed members of the committee from January 1 until December 31 1979: Professor J. E. Carless, FPS, professor of pharmaceutics, Chelsea College, University of London; Professor D. A. Price-Evans, professor of medicine, University of Liverpool; Professor F. A. Jenner, director, unit for metabolic studies in psychiatry, Middlewood Hospital, Sheffield; Dr J. F. Nunn, division of anaesthetics, Clinical Research Centre and consultant anaesthetist, Northwick Park Hospital, Harrow; Dr Margot H. J. Richards, general practitioner, Fairwater Health Centre, Cardiff; Professor D. W. Vere, professor of therapeutics, London Hospital.

The following members are re-appointed for a further term of office: Professor D. G. Evans, director National Institute of Biological Standards and Control, London; Professor R. H. Girdwood, professor of therapeutics, University of Edinburgh, Dr Anne T. Lambie, hon consultant physician, Royal Infirmary, Edinburgh; Professor D. R. Laurence, professor of pharmacology and therapeutics, University College Hospital Medical School, London; Professor T. E. Oppe, professor of paediatrics, St Mary's Hospital, London. Professor Evans serves until December 31 and the remainder until December 31 1979.

Cow & Gate fruit syrups contain 25 mg nicotinamide in each 100ml and not as stated on p68 this week.

# Minister praises work of Society's laboratories

Dr David Owen, Minister of State for Health, last week paid tribute to the Pharmaceutical Society—particularly to the work of its former pharmacological laboratories.

Speaking at a ceremony to mark the 50th anniversary of the founding of the laboratories, he said that their establishment had made a major contribution to pharmacology as had the Society to chemistry and to pharmacy. Testimony to that could be made by the number of distinguished professors of pharmacology who had started their careers there; he suspected that there were a great many medical students who would pay tribute to the fact that what they understood about pharmacology could be attributed to what Professor Burn had had to say on the subject.

It was interesting, Dr Owen continued, that the Society should have taken on the burden of doing the basic research for the Therapeutic Substances Act and he paid tribute to the way pharmacists currently made a major contribution to the whole question of standards, safety, research and public policy over therapeutics, pharmacology and medicines. On the Medicines Commission, particularly, pharmacists were well represented! The Pharmacopoeia Committee was now a committee of the Medicines Commission, and Dr Hartley was the first pharmacist to be the chairman of that committee.

#### **Close relationship with Government**

Dr Owen concluded by paying tribute to the work of the Society over 50 years on behalf of successive governments, and on behalf of the country generally, and he said that throughout those 50 years there had been a close relationship between the Society and government and he wished that to continue, as he was sure it would in the future. "So you are right to be proud of, and to be here celebrating, a very important landmark in the history of your Society and I pay tribute to all of you."

Tracing the laboratories' history, the Society's president, Mr J. P. Bannerman, recalled that they were opened in 1926 by the then Minister of Health, the late Neville Chamberlain. The decision to found the laboratories by the Society represented the continuation of one of the aims and objects of the Society's founders—the advancement of chemistry and pharmacy.

The first Therapeutic Substances Act was enacted in 1925 following the discovery and manufacture of insulin. It provided for the licensing of manufacture and standardisation of substances and preparations, the purity or potency of which could not be adequately tested by chemical means. It also revealed the limited facilities

existing at that time in Britain for biological testing of pharmaceutical and medicinal products. "The initiative taken by the Society was not only extremely valuable in its aid to industry and to the public in providing independent testing facilities, but it provided directly resources for the advancement of the whole concept of biological assay whether of vitamins, digitalis or ergot alkaloids as well as focusing attention on the relevant problems in biochemistry, physiology, pharmacology and applied mathematics in its extension to statistical analysis. Quantitative biological methods developed in the Society's laboratories directly led to the isolation and identification of the form of calciferol (ergocalciferol) then believed to be the only form of vitamin D active for prevention of rickets in man."

#### **Research encouraged**

From the outset, the Society was determined that its laboratories should be concerned not only with the application of known methodologies for biological testing, but with the encouragement of research to secure advancement of knowledge and understanding of the biological action of substances. That was why from the beginning they were named the Society's Pharmacological Laboratories, and the first director—Professor Joshua Harold Burn who was present that evening—was already a pioneer in the application and development of pharmacology.

Teaching of pharmacology followed later when Professor Burn became dean of the school of pharmacy, then at Bloomsbury Square, in 1933. The researches of Professor Burn, Dr Katharine Coward, Professor J. H. Gaddum (later Sir Jack Gaddum), Professor Edith Bulbring, Professor George Brownlee and Dr Frank Wokes, carried out in the laboratories in that building before the outbreak of war in 1939, achieved international recognition, and the Society was proud to have been the sponsor of such important work.

#### **Anniversary marked**

During the war years the work of the laboratories was carried on at Reading and after the war in London again, at the school of pharmacy, now in Brunswick Square, where the 50th anniversary of the opening of the pharmacological laboratories was marked by a scientific meeting. Though there had been many developments in the standardisation of medicaments since the passing of the Therapeutic Substances Act in 1925, and even of its successor the Therapeutic Substances Act 1956, which is soon to be repealed as the Medicines Act 1968 comes into fuller operation, the Society continued its concern with the quality of medicines and



Dr David Owen

with their actions and uses. Pharmacy embraced the applications of chemical, biological and physical aspects of substances as its *Journal of Pharmacy and Pharmacology* continued to testify. Thus "the Society continues to encourage the development of pharmacology as its founders did for chemistry and pharmacy in their original objectives."

## Letters

#### **Hive off**

So the Society is doubling the retention fee! I recognise there is a general tendency for costs to increase in these days of inflation, and it is possible the Council has a valid case for such a large increase, but surely it should justify its action.

I think it should publish some details of the estimated costs likely to be incurred by some of the Society's departments. If that would be too difficult, can the Society's accountant indicate how the £28 is likely to be disseminated during the year: £x to law enforcement; £y to library and museum, £z to staff wages, etc?

It would be interesting to know if the Council culled any departments' estimates or if they considered them. After all, it is the members' Society, not the Council's. They merely spend the money—or do they?

Being a members' Society I think the premises fee should not be part of the Society's income: I believe that whole aspect should be a DHSS matter. There might be some problems concerning registration and pharmacy standards, nevertheless I think the Society could be far more successfully run as a professional body if registration was transferred *in toto* to the DHSS.

#### **Member**

PS. In spite of the above I was glad to note Miss Mainwaring's name in the Honours List. Pharmacy gets little recognition these days.

# People

# Topical reflections

BY XRAYSER

## Reprieve

**Mr J. E. M. Stewart-Smith**, managing director of Taylor of London, leaves on January 17 to attend a course at Harvard Business School. While in Boston he will be spending some time with chief executives at the head office of the distributors of Taylor of London's traditional fragrances in the United States, Schmid Bros Inc, Randolph, Massachusetts.

### Deaths

**Beaton:** Suddenly at work on January 5, Mr Colin Mcvean Beaton, MPS, 97 Glenhead Street, Glasgow. Mr Beaton qualified in 1942.

**McKelvey:** On January 7, at Cardiff Royal Infirmary, Mr Crispin James Gerard McKelvey, MPS, 11 Wenallt Court, Rhiwbina, Cardiff. Mr McKelvey qualified in 1938.

**Robinson:** On January 11, Mr Archibald Edward Robinson, MPS, Sheringham, 3 Marlborough Road, Bournemouth, aged 87. Mr Robinson qualified in 1910. *Mr J. R. Phillips* writes: Arch Robinson was a pupil of Mr Claridge Druce, Oxford. He joined Mr C. F. Pars, Bournemouth, upon qualifying and remained in association with the one pharmacy for about 58 years, missing its centenary by a few weeks. Mr Robinson was very active in pharmaceutical affairs in the 1920's. Even in the depths of the depression years he never allowed any commercial consideration to influence his professional judgment. His standards of integrity, skill, wisdom and service, at all times, reflected the very best facets of general practice pharmacy.

### News in Brief

□ A new edition of the Scottish Drug Tariff has now been published by the Scottish Home and Health Department. The previous edition was published in April 1973.

□ Red Dye No 2—which consists of various forms of amaranth—may be banned in the USA, according to *Financial Times*. A report from a senior Food and Drug Administration researcher is said to have concluded that there is a significant increase in malignant cancers with the compound.

□ CURB—Campaign on the Use and Restriction of Barbiturates—is to hold a course at the Royal College of Physicians, Edinburgh, January 22, to launch the campaign in Scotland. Details are available from Tavistock House North, Tavistock Square, London WC1H 9HX. A similar course was held in London last autumn (*C&D*, September 27, 1975, p429).

□ "Sources of UK Marketing Information" is a comprehensive manual listing prime sources of statistical information, prefaced by a product group—service—industry index. It specifies the source and content of almost all the published market-

It is only rarely these days that a threatened increase in costs fails to materialise. It is so in the case of the premises fee, which had been expected to rise from £8 to £20, but is to remain unchanged meantime. The Department of Health has informed the Pharmaceutical Society that it is unable to approve the new fee and has asked for a new proposal to be submitted. For the time being any increase will affect only the members as such, for the personal fee is, with the approval of the Privy Council, to be £28 per annum instead of £14.

Since more money has to be found I am in favour of as much as possible coming from the members, for it is, after all, a professional body with a large measure of control of its own affairs. In these days of expanding company pharmacy, much of which is financed from sources which are not pharmaceutical in the strict sense of the word, it is to be expected that the individual private practitioner, beset on all sides by rising costs, should feel that a greater share of the burden should be borne by the large company interests. But that could be dangerous.

## Tranquillisers

You report that the Department of Health has sent a note to all doctors working in the Health Services drawing attention to the steep increase in the number of prescriptions for tranquillisers over the past ten years. There has, of course, been a steep increase in the number and variety of tranquillisers themselves, but that is unlikely to have had any significant effect on the overall picture, although the marketing of new products may have stimulated demand to some extent.

But the statistics issued by the Department are not very convincing. It is true that they reveal that between 1964 and 1974 the number of such prescriptions doubled, but one would require to know more than is revealed by the bold statement. Ten years ago, mild sedation was largely effected by small doses of the barbiturates, and it would be impossible to distinguish the purpose for which any of those were prescribed. It seems a little misleading to speak of doubling the prescriptions for tranquillisers, and then to say that the drugs included in that description are the phenothiazines, benzodiazepines and the meprobanates.

## Vanilla

Vanilla has played a large part in the flavouring of medicines, particularly those of transatlantic origin. It seems to have become an essential part of all medicines, liquid and solid, and most capsules produced by manufacturers in the United States smell and taste very strongly of vanilla. Whether that is due to American taste or, perhaps, to tradition is difficult to say.

I consulted a family herbal in the matter and learned that while it was used in England as an ingredient in chocolate, Spanish physicians in America used it in medicine and "esteemed it grateful to the stomach and brain; for the expelling of wind; to provoke urine, and to resist poison and cure the bite of venomous animals." That would suggest that no medicine of the time would be considered complete without it, and perhaps its use has been so long associated with medicine that its inclusion has become automatic. The herbal states that vanilla, to some palates, gives a pleasant flavour to chocolate, but to others it is disagreeable. Chacun, as they say, à son goût.

ing information and is published (price £15.00) by Ernest Benn Ltd, Sovereign Way, Tonbridge, Kent.

□ The Royal Society of Medicine has decided, "as a service to the community,"

to arrange courses in health care for the general public. A course of five talks on child care will start on January 21. Details from Miss Muriel Mitchell, 1 Wimpole Street, London W1M 8AE.

# Dr.White's has always been the best looped towel women can buy.



## So we've changed it.

Every month, over three million women choose Dr.White's for their sanitary protection.

So why change it? Because improved techniques, improved materials mean that now we can give them even more.

### Even more comfort.

A new blend of materials specially created to make Dr.White's softer. A new cover that is safer and gentler. A towel fuller, plumper to give even more comfort.

### Even more absorbency.

Not only extra absorbency, but safer absorbency

with a special construction that draws fluid evenly along the towel.

### Even more convenient.

The newly-designed, easily-removed cover makes Dr.White's convenient to flush away, too.

New, improved Dr.White's has been successfully marketed in Scotland. Scottish sales have proved this point—women like new Dr.White's even more.

The big, full page colour national campaign breaks in March. Be ready for it.

**New Dr.White's. The softer, safer towel.**

# New products and packs

## Babycare

### Cow & Gate fruit syrups

Cow & Gate has now introduced a new range of fruit syrups, a chemist-only line.

The company says that last year their concentrated orange juice and fruit syrups gained 21 per cent of the pharmacy market and became second to the brand leader in the Southern television area within four months. The sales force achieved a pharmacy distribution of 76 per cent in four weeks—and 81 per cent after four months distribution in the test area.

National distribution began on January 12 and the launch will be supported by a Press and television advertising campaign, the latter breaking on February 16, plus literature and display material.

There are four varieties: orange juice, blackcurrant, raspberry and rosehip syrups (170ml, £0·25). Each 100ml contains not less than 2mg riboflavin, 2mg pyridoxine hydrochloride, 625mg nicotinamide, 300mg ascorbic acid and 9mg iron (ferrous gluconate).

To avoid damaging developing teeth, no sucrose has been added and only the minimum of glucose syrup has been included "to bring back the natural flavour of fresh fruit juice after it has been concentrated."

The orange juice should be diluted with 5-6 times as much cooled boiled water, and the concentrated fruit syrups with 2-3 times as much. The bottle should be well shaken before mixing and never used undiluted (Cow & Gate Ltd, Guildford, Surrey GU1 4HS).

### Baby Ribena on test

Beecham Foods are launching Baby Ribena, a blackcurrant drink for babies up to the age of about two years, initially in Lancashire. Baby Ribena is packaged in a 6 oz (£0·25) version of the existing Ribena bottle, in outers of 12. The new product contains not less than 100mg per fluid ounce vitamin C, no artificial sweeteners, colouring, flavouring, or preservatives and a minimum of stabilisers.

Television advertising is expected to be seen five times by four out of five housewives throughout March in the test area. Nearly 80,000 leaflets containing a 5p coupon will appear in *Mother and Maternity* and *Mothercraft* between February and July (Beecham Foods, Beecham House, Great West Road, Brentford, Middlesex).

## Cosmetics and toiletries

### Bath care by Rochas

Rochas Perfumes are repackaging their Femme and Monsieur Rochas ranges and introducing two new products. The additions are bath oil concentrate (13cc, £3·00) and foaming bath (150g bottle, £3·70; 125g tube £3·10), bringing the total of each collection to seven products. The familiar packaging themes for Femme fragrance Chantilly Lace and for Madame Rochas



Tapestry are retained, but the overall design gives way to a decorative panel on a new white background. New containers have been designed for body cream, talc, dusting powder and milk bath refill (Rochas Perfumes Ltd, 27 Grosvenor Street, London W1X 9FE).



### Market extended

Fisons are extending into Yorkshire and the north-east (Tyneside) Roskens hand conditioner which, they claim, has become market leader in Lancashire since it was introduced on test-market with television support. The new television campaign starts on January 21 with 15- and 30-second commercials. Packs are a trial 15g tube (£0·10), 45g tube (£0·30) and 100g jar (£0·50) (Fisons Ltd, Pharmaceutical Division, 12 Derby Road, Loughborough, Leics LE11 0BB).

# Prescription specialities

### FILAIR tablets, elixir, inhaler

**Manufacturer** Riker Laboratories, Morley Street, Loughborough, Leics LE11 1EP

**Description Tablets:** Round, white scored tablet marked with tablet name one side, maker's name on other, containing terbutaline sulphate 5mg. **Elixir:** Colourless, containing terbutaline sulphate 1·5mg in 5ml. **Aerosol:** Metered dose of terbutaline sulphate 0·2mg

**Indications** Relief of bronchospasm in asthma, chronic bronchitis, emphysema.

**Contraindications** Concurrent administration of beta-blocking drugs

**Dosage Tablets:** Adults, 5mg three times daily. **Elixir:** Adults, 10-15ml; children 7 to 15 years, 5-10ml; 3 to 7 years, 2·5-5ml, all three times daily. **Aerosol:** One or two doses. May be repeated after three hours. Maximum eight doses in 24 hours

**Precautions** Myocardial insufficiency, hypertension or hyperthyroidism. Care when aminophylline or related compounds are given intravenously

**Side effects** Those characteristic of sympathomimetic amines. Usually spontaneously reversible during first week of treatment

**Storage** Inhaler should be stored in cool place protected from frost and sunlight. Shelf life three years. Do not puncture or burn

**Dispensing diluent** Purified water BP for elixir

**Packs** 100 tablets (£2·50 trade). Elixir 250ml (£1·30). 400-dose aerosol (£2·80)

**Supply restrictions** P1. Aerosol also S4B  
**Issued** January 1976

### FENOPRON tablets

**Manufacturer** Dista Products Ltd, Fleming Road, Speke, Liverpool L24 9LN

**Description** Orange elliptical tablets marked "DISTA 4019" containing fenoprofen calcium 300mg

**Indications etc** As for Fenopron capsules

**Dosage** Adults only—300 to 600mg three or four times daily, adjusted to patient's needs. Maximum 3g daily

**Packs** Bottle of 100 tablets (£2·76 trade)

**Supply restrictions** Interim prescription only order

**Issued** January 19, 1976

**Notes** Wholesalers are being asked to fill all orders for Fenopron with the new tablet presentation. When existing stocks of 300mg capsules are exhausted this presentation will be discontinued (except in the Republic of Ireland). The pack of 100 tablets has a specially designed cap, said to be easier to grip, open and close for arthritic patients. Doctors will be asked to prescribe in terms of 100 tablets to enable the special pack to reach the patient (see illustration on p76).

# The fruits of our endeavours.

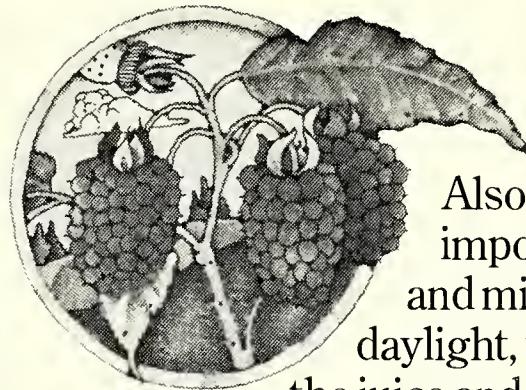
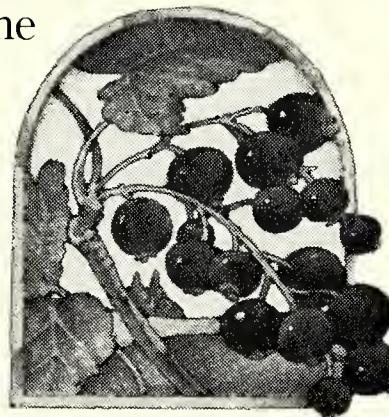
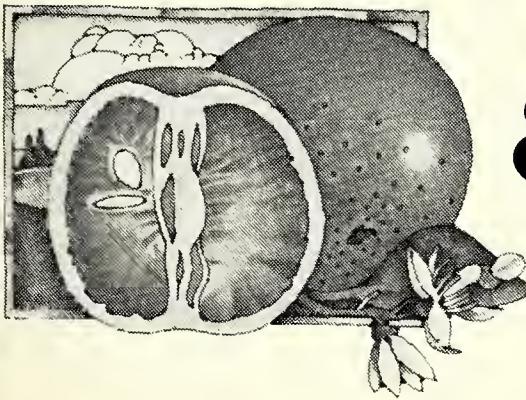
No matter what we do at Cow & Gate, we always endeavour to do what's best for a mother and her baby.

Take our new concentrated orange juice and fruit syrups.

Only the best quality fruit is selected. Harvested fresh. Then quickly concentrated so that none of the goodness is lost.

From oranges, we take the juice with all that good vitamin C. B vitamins and iron are added—but no sucrose!

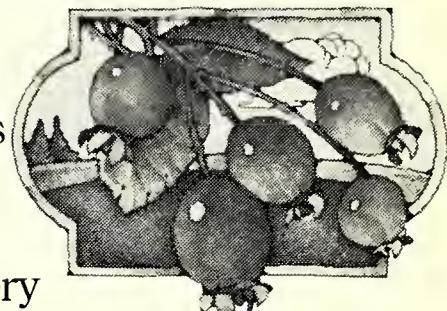
Same with our syrups. Blackcurrant, raspberry and rosehip juices, pure and simple. Our contribution is B and C vitamins, plus iron. But again, to help prevent babies developing a sweet tooth, no sucrose is added!



Also, to protect these important vitamins and minerals against daylight, we've packaged the juice and syrups in special amber-coloured bottles.

For mothers, they'll prove a useful dietary supplement during and after pregnancy. For babies, refreshing drinks they'll go on enjoying as they grow up.

A 30-second television commercial and full colour pages in the mother-and-baby press will tell how mothers and babies can benefit from the natural goodness of the fruits of our endeavours.



Display our very distinctive bottles where they won't be missed and you'll benefit, too.

## Cow & Gate



# A profitable new package from the brand leader.

Redoxon has always meant healthy profits.

After all, it's the brand leader in the effervescent vitamin C market.

The one your customers ask for most.

Now Roche have come up with a way for you to increase your Redoxon profits.

By adding two new flavours - orange and lemon - to this successful product line.

These two new flavours come in individual 10-tablet tubes. Sold together in one bright new pack. At a new competitive price. Which effectively doubles your sales volume with every purchase.

To help increase your volume sales and profits still further, new Redoxon comes in an attractive display outer. And there's a specially designed merchandising tree



which takes up very little counter space but provides a focal point that encourages impulse purchases. All this is backed up with a full range of window display material.

Now doesn't that all add up to a profitable new package?

## SPECIAL INTRODUCTORY OFFER

For the month of January we are offering very special introductory terms on New Redoxon Flavours. In fact, you could almost say we were giving it away. Don't miss out on this opportunity. Ask your Roche representative for details. Or telephone John Heywood on 01-935 5566 to arrange for a representative to call.





che Products Limited, PO Box 2LE, 15 Manchester Square, London W1A 2LE

Redoxon is a trade mark.

# Trade News

## ICML distribute Hacks, Victory V

Hacks and Victory V (Barker & Dobson Ltd) are to be distributed to independent pharmacies through Independent Chemists Marketing Ltd, Mallinson House, 321 Chase Road, London, following a successful test in the Branded Goods franchised area. During the test period, distribution of Hacks and Victory V doubled.

The two brands are being supported with commercial radio advertising. The campaign, comprising weekly packages of 49 15-second spots, began on January 11 and will run for five weeks. LBC and Capital will be used in London; Birmingham BRMB and Radio Trent (Notts) in the Midlands, and Piccadilly Manchester and Radio City, Liverpool, in Lancashire.

The commercials will be based on limericks and retailers are invited to enter a limerick competition for which prizes of stock will be awarded on a weekly basis. The competition will close the week beginning March 15.

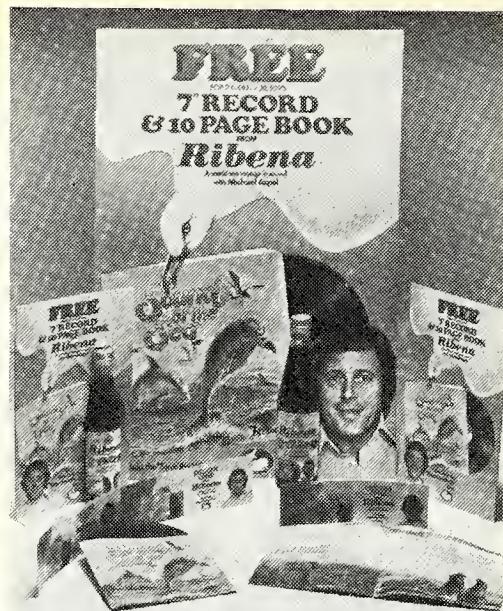
## Hiprex colour change

Riker Laboratories, PO Box 27, 1 Morley Street, Loughborough, Leics LE11 1EP, announce that from the end of January the colour of Hiprex 1g and 250mg tablets will be white instead of yellow. This colour results from the omission of tartrazine and the products remain unchanged in all other respects.

## New look for Mum

Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks SL3 6EB, are relaunching Mum deodorant with a new pack design. Brighter-coloured liquids aim at greater differentiation between the four varieties of roll-on and at the same time Green Fern fragrance has been slightly altered. New prices are: 28cc roll-on, £0.39; 28cc refill, £0.34; and for the 42cc roll-on, £0.50 and 42cc refill, £0.45. The changes follow a two year research programme.

**New boxes and display cards for replaceable Lektro blades available from Remington electric shaver division, Sperry Rand Ltd, Apex Tower, 7 High Street, New Malden, Surrey**



## Free Ribena record

The latest Ribena promotion is to follow the same successful formula—a free record—which achieved a high consumer acceptance in the 1974 "Peter and the Wolf" campaign.

The promotion, announced by Beecham Foods, Beecham House, Great West Road, Brentford, Middlesex, features a specially-recorded 7in record "Sounds of the sea" which is being offered free to consumers together with a 10 page illustrated colour booklet. All promotional stocks of Ribena will be carrying special labels featuring the offer, and support point of sale material is available from Beecham representatives.

To take advantage of the offer, consumers are asked to send in two foil caps from any Ribena bottles, together with a 9p stamp to cover postage. The record—which takes the listener on a 12 minute voyage around the Atlantic and Pacific oceans—is narrated by Michael Aspel, and includes traditional sea shanties, and legends of the sea as well as the sounds and calls of the animals and birds.

## Regional Campaign for Sevnols

Earex Products will be advertising Sevnols embrocation and rub regularly during January and February. Quarter-page advertisements in *TV Times* editions covering Wales and the west, Lancashire and south-west will be aimed at sportsmen and rheumatism sufferers, emphasising the seven beneficial ingredients of Sevnols and encouraging purchase from chemists. Distributing agents, Ernest Jackson & Co Ltd, Crediton Devon EX17 3AP, will be offering a free bottle with every ten ordered.

## Cida-ho larger size

Cida-ho capsules are being advertised in the February and April issues of *Woman's Journal*. Carter Bros, Glen Laboratories, Shipley, Yorks BD17 7AQ, are offering four case lots of 10 jars on a sale or return basis for two months, carriage paid with showcard and leaflets. An economy pack of 600 capsules (£6 trade, £5.9 per case) is now available.

## Sherley's Dog Book updated

Sherley's consultant veterinary surgeon has revised and rewritten their best-selling dog book. The thirty-first edition (£0.30) includes a new feature—a guide to the

suitability of most popular breeds to living in flats and with children. How to choose a dog, rear and care for puppies and older dogs, and general information for dog owners are updated in this guide, which is available from Ashe Laboratories, Ashetree Works, Kingston Road, Leatherhead, Surrey.

## Support for British Olympic team

Cuxson, Gerrard & Co Ltd, Oldbury, Warley, West Midlands B69 3BB, will be supplying the British Olympic team with Slinky stretch bandages for the Innsbruck winter games and the Montreal summer games. They are also supplying belladonna plasters and Aidex burn and wound cream.

## Eugene advertise

Eugene will be aiming an extended advertising campaign at the 24-45 age group in March, with full-page advertisements in *Woman's Own*, *Woman's Weekly*, *Annabel* and *My Weekly*. Ashe Laboratories Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey, say the campaign will feature a bottle of 10 Day Set and references to other products in the range, including Finesse and the new hair conditioner, Keranove.

## New Kennomeat

Spillers Ltd, Old Change House, Cannon Street, London EC4M 6XB, are launching a "completely different" chunky Kennomeat in three varieties—rabbit, beef and meat and liver, in 14 oz packs (£0.18½), with a 1lb 11oz meat and liver economy pack (£0.35½). A trade bonus will be available during the eight week sell-in period.

The £500,000 campaign to support the launch of Super Kennomeat will include a television commercial featuring the cartoon characters Albert and Sidney.

## Sugaree goes metric

In anticipation of sugar being packed in metric weights, Slimming Aid Co Ltd, 178 High Street, Teddington, Middlesex TW11 8HU, are now packing white Sugaree, the sugar-based sweetener, in packs "equivalent in sweetness" to 1kg sugar. The new 100g pack retails at £0.20. Full page advertisements are appearing in *Slimming* magazine.

## Supasac and Coloset distribution

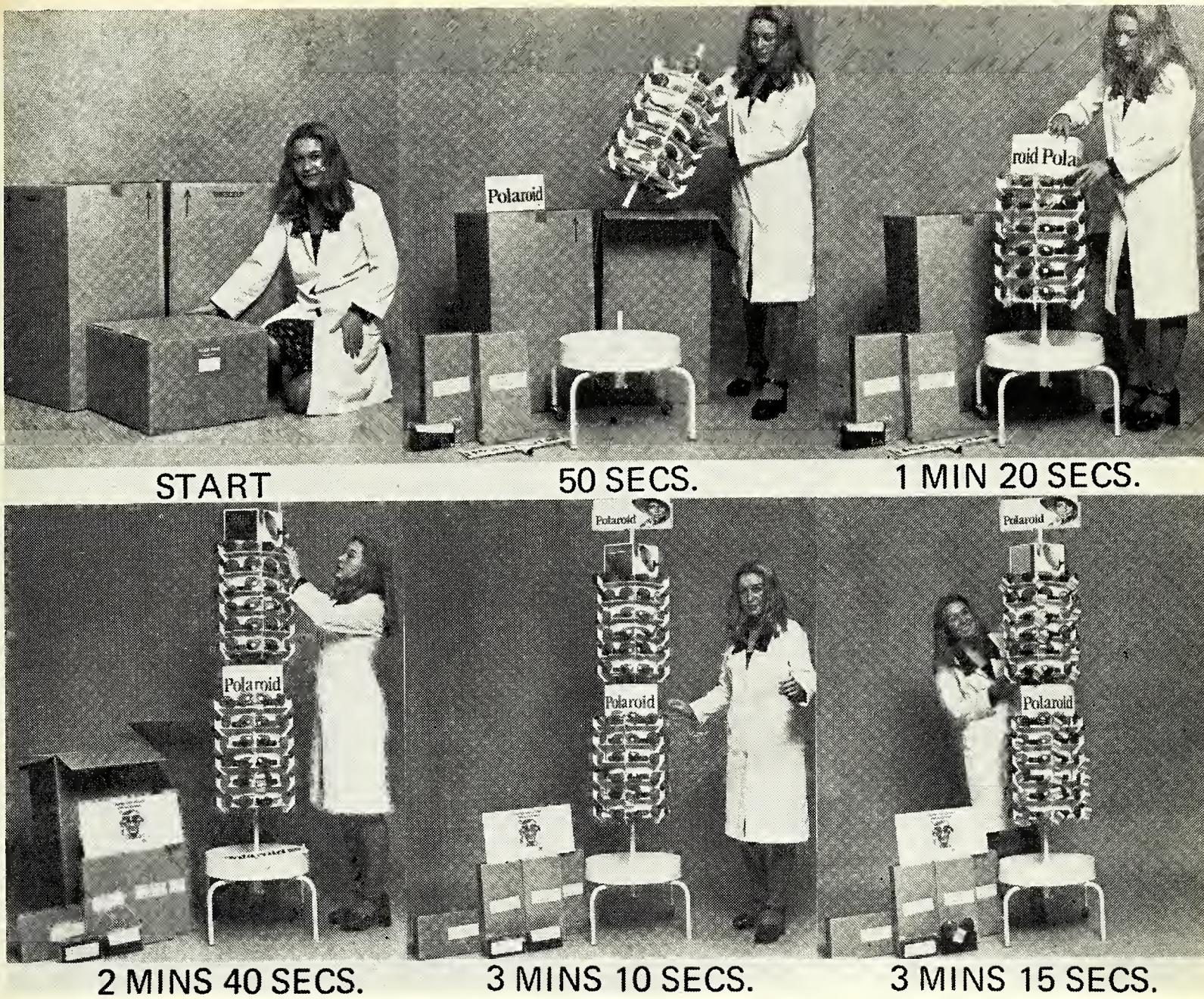
Supasac ileo/colostomy bags and Coloset colostomy bags, made by Seton Products Ltd, Tubitton House, Medlock Street, Oldham, Lancs, are now being marketed exclusively in the UK by Salt & Son Ltd, 220 Corporation Street, Birmingham.

## 'Skin softness' ingredient

A new oil, which is claimed to improve skin softness when added to cosmetics and toiletries, has been announced by Jacobson van den Berg & Co (UK) Ltd, 231 The Vale, London W3 7RN. Unlike other Neobee oils and isopropyl esters, Neobee 101, with an HLB value of 18, is said to be soluble at most concentrations in water by the addition of small amounts of ethylene oxide.

## Aprons with Vosene

Vosene packs are currently featuring a plastic-laminated art-nouveau design bath-time apron, offered at £1.25 with one packet label. Special vacuum-formed counter units with card headboards are available, with a free apron for every



## Polaroid challenge: Can you beat their time putting up the 100-unit stand?

chemist accepting the unit and trade discount encouraging volume purchase. Beecham Toiletries, Beecham House, Great West Road, Brentford, Middlesex, say the apron is offered at "approximately half the normal price" and envisage "a high take-off" during the next two to three months.

### Dynamo football book offer

Beecham Foods, Great West Road, Brentford, Middlesex, are launching a national on-pack consumer promotion this month on Dynamo energy drink. For every two special promotional neck-labels a two-colour, twenty page booklet—"Fitness for Football", by Ipswich Town manager, Bobby Robson—is being offered free by mail while stocks last.

### Synogist shampoo availability

Maltown Ltd, Holly Park House, Calverley, Pudsey, West Yorks LS28 5QU, say that Synogist shampoo is now available from branches of Vestric and Barclay Pharmaceuticals.

### Xerumenex pack size change

The pack size of Xerumenex ear drops from Napp Laboratories Ltd, Hill Farm Avenue, Watford, Herts WD2 7RA, is now 8ml (£0.35 trade).

More Trade News on p76

Polaroid UK Ltd are so confident their sunglass display units for 1976 can be put up in record time that they are challenging stockists who are *C&D* readers to put a stop-watch on their own staff's performance.

The pictures above show that the stand can be in position no more than three-and-a-quarter minutes from receipt of the boxed units, but Polaroid believe that can be beaten. And to encourage competition they are offering a polaroid SX70 camera—retail value over £130—for the fastest time achieved.

An entry form giving details of the competition is enclosed with this issue. The stockists clocking the fastest times will be visited by Polaroid representatives who will check the claims. The company will then invite the six staff with the best times to participate, expenses-paid, in a competition to find the outright winner at a luxury London hotel.

Closing date for the competition is

March 26, 1976—and with sunglass season starting earlier and earlier that may not be too soon to set up a display. With the new units. Polaroid's stockists have pre-packed, pre-priced stands all ready to start selling within minutes of delivery.

Additional or replacement entry forms will be available direct from Polaroid UK Ltd, Ashley Road, St Albans, Herts. Each entry form must be counter-signed by a supervisor, manager or director.

### Euthymol advertising—correction

Colour advertisements for the reformulated Euthymol Original toothpaste will be appearing in *Radio Times* and *Reader's Digest* in February and April, say Parke, Davis & Co, Usk Road, Pontypool, Gwent NP4 8YH. A printers' error in our report of the reformulation last week (p35) made it mistakenly appear that the advertising campaign would include coupons.



"fresh, foamy"



"mad about the fragrance"



"25 showers from one pack"



"who's borrowing it now?"



"must get some more"



"I like it"

Sales speak f



No doubt about it. Radox Showerfresh has certainly struck home. Sales have gone through the roof. And there's still more advertising support to come! Both in the press and on TV.

For a start, you'll find colour advertisements appearing in Woman, Woman's Own, She, Good Housekeeping, Living, Family Circle and Radio Times. All carrying valuable 10p OFF introductory coupons.

So, if you haven't stocked Radox Showerfresh yet, now's the time. It's going to say a lot for your sales.

Radox  
Shower  
-fresh

SHOWER  
GEL  
ALPINE

Radox  
Shower  
-fresh

SHOWER  
GEL  
WOODLAND

Radox Showerfresh - the fresh, new shower gel.

Nicholas

Radox and Radox Shower  
are trade marks

"get some in"

or themselves.

# Trade news

Continued from p73

## Paddi Pads consumer promotion

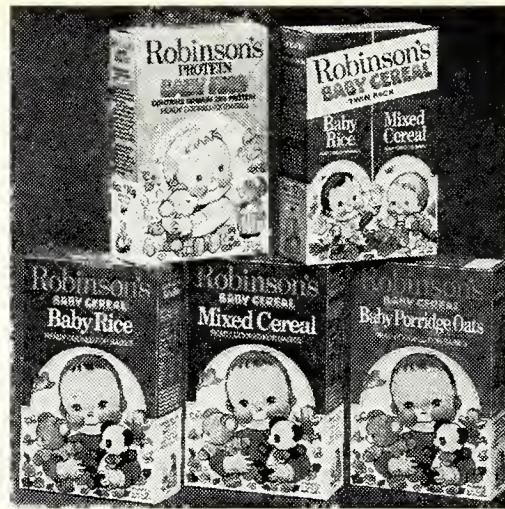
A new promotion, launched by Robinson & Sons Ltd, Wheat Bridge Mills, Chesterfield, Derby, offers consumers a free baby bathtime sponge set worth £0.49, available with proof of purchase from Paddi Pads 30's and 10's packs. The eight week promotion is aimed at strengthening Paddi Pads brand leadership in the £8m disposable nappy market and to increase further their current 48.5 per cent share.

The baby bathtime sponge set includes three coloured sponges, in a choice of blue, pink and yellow. Two have been antiseptically treated and are designed to be used separately for extra hygienic care: one for use at changing time and the other at bathtime. The antiseptic in the sponge is said to last up to six months with normal use. The third sponge is a fish-shaped play sponge with cut-out tail, eye and mouth and the sponge set is shrink wrapped in a decorative display tray for dispatch.

This is the first in a series of promotions planned for 1976. Advertising for the sponge offer will take the form of half pages in national Press and whole pages in specialist mother and baby Press. Dump bins, header boards and shelf "talkers" will be provided, featuring animal and cartoon characters.

All 30's and 10's packs of Paddi Pads will be flashed with promotion details and a coupon, and consumers need proof of purchase from one pack of 30's or three of the 10's packs to obtain the sponge set post free. All advertisements will also carry a coupon for consumers to use with proof of purchase from any unflashed packs.

Pack of Fenopron tablets with cap designed for easy opening by arthritic patients (see p68)



## Robinson's baby foods repackaged

New packaging has been designed for the complete range of Robinson's baby cereals. Each of the cereals is now packed in a different coloured 6oz (£0.21) carton to facilitate easy identification on the shelf. The baby porridge oats pack is orange, the baby rice pack is bright green, the protein baby food pack remains yellow and the mixed cereal pack is brown. There is also a twin pack containing 3oz baby rice and 3oz mixed cereal which incorporates both the brown and green of the main packs. No changes have been made to the composition of the cereals.

## Metrication of photo materials

The move to all-metric sizes of photographic materials is expected to be complete within about two years, according to a memorandum issued by the Metrication Board last month.

The "Metric Memo" available from the Board, 22 Kingsway, London WC2B 6LE, states that metric dimensions have been in use in the photographic industry for many years so changes in size will be relatively few. Apart from a few items, current products with inch dimensions will be discontinued as the demand for metric sizes increases.

There is to be no change in amateur still films, ie 120, 127, 620 and 828 roll films, 35mm still films, and 110 and 126 cartridge films. Amateur and professional movie films will continue in the familiar widths of 8 mm (Super 8 and double 8), 16mm, 35mm and 70mm, with lengths being expressed in metres—7.5m for the 25ft amateur film lengths. Prints and enlargements for amateurs are already in the following nominal sizes, according to the size of the negative: 9 × 9, 9 × 11.5, 9 × 13, 13 × 13 and 13 × 18cm.

The present sizes of general purpose papers are being retained, but are being increasingly known by the equivalent metric dimensions: black and white: 6·4 × 6·4; 6·4 × 8·9; 8·9 × 8·9; 8·9 × 12·7; 8·9 × 14; 10·5 × 14·8; 12·7 × 17·8; 16·5 × 21·6; 17·8 × 24; 20·3 × 25·4; 21 × 29·7; 24 × 30·5; 30·5 × 40·6; 40·6 × 50·8; and 50·8 × 61. Colour: 12·7 × 17·8; 16·5 × 21·6; 17·8 × 24; 20·3 × 25·4; 24 × 30·5; 27·9 × 35·6; 30·5 × 40·6; 40·6 × 50·8; 50·8 × 61; 76·2 × 101·6. The supply of metric sizes of paper in rolls has already begun and any remaining imperial sizes will also bear equivalent dimensions in metric terms.

Most photographic chemicals are already made up in metric units and the remainder

will be metricated as soon as possible. However on flashbulb data, the memo advises that instructions should be noted carefully as such data is mostly given in feet, but may also be expressed in metres.

□ During the next two years Britain's 154 telephone directories will go metric in size. The change will enable the Post Office to fit an extra 30 entries on each page.

## Trade offers of towels

Trade offers of hand and bath towels are available up to February 20 from Lilia-White (Sales) Ltd, Alum Rock Road, Birmingham B8 3DZ on orders of Lilia and Dr White's.

## Products from Izal Pharmaceuticals

Winthrop Laboratories say that their products Stromba, Bronchilator and Trancopal have been transferred to Izal Pharmaceuticals, a newly formed division of Sterling-Winthrop Group Ltd, Surbiton upon Thames, Surrey KT6 1PH. Distributive and sales accounting systems for these products remain unchanged.

## 4711 promotions

Among new year promotions for No 4711 is a special presentation of talc and original eau de Cologne as a banded offer (£0.79 against a regular price of £1.20). A new "mini-spray" aerosol for Cologne (£0.85) is also being introduced with a merchandiser for 18 bottles. The makers, Cologne Perfumery Ltd, Telford Road, Basingstoke, Hants, have announced changes in their New Generation and Sir Irish Moss stands.

## on TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island

**Buttercup cough syrup and sweets:** M, Lc, Y, NE, B

**Crest toothpaste:** All except We, E

**Galloways:** Ln, So, A

**Liquifruta:** Ln, M, Lc, Y, WW, So, NE, A

**Rinstead pastilles:** All areas

**Seven Seas:** Sc, A

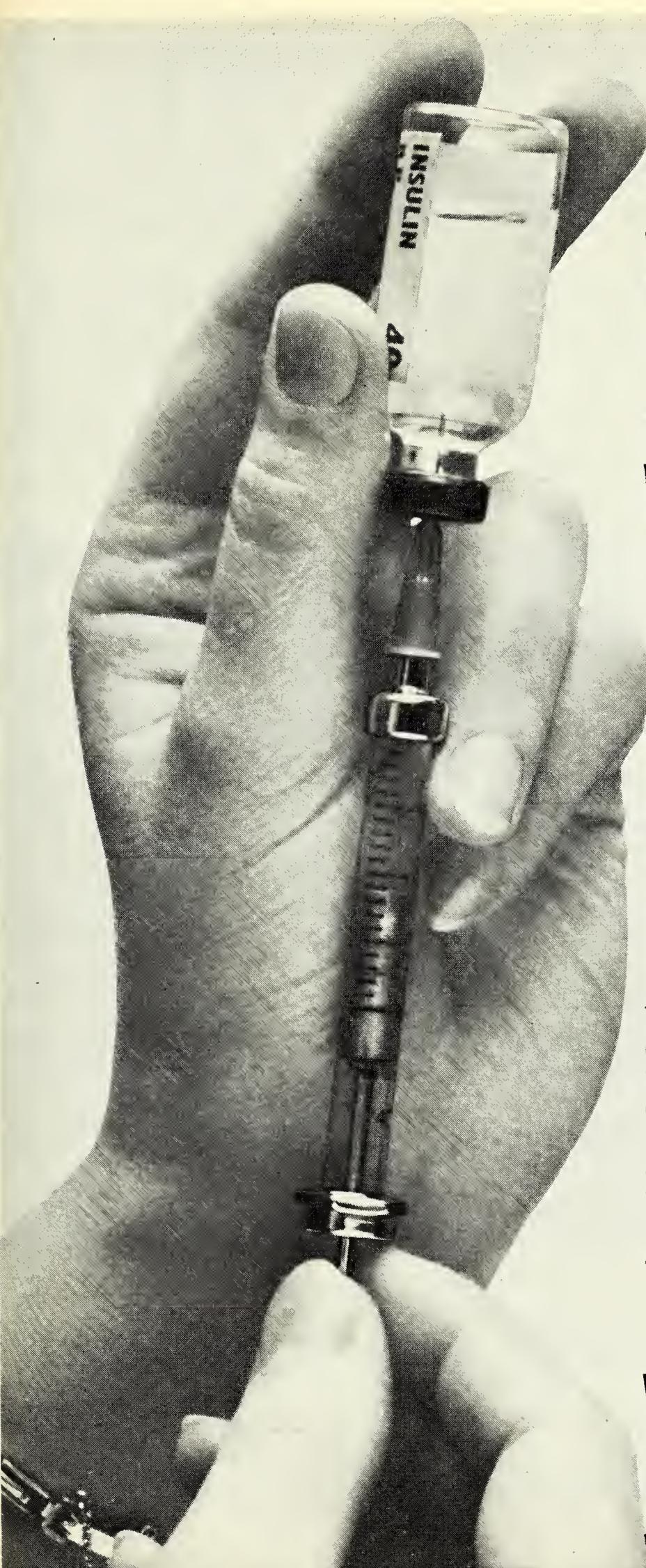
**Slender:** All areas

## Films

### Teeth are good things to have

Sponsored by Johnson & Johnson Ltd, Slough, Bucks. On free loan from National Audio-visual Arts Library, Paxton Place, Gipsy Road, London SE27 9SR. 16mm colour. 13½ minutes.

This cartoon film marked the launch of a dental education campaign by Johnson & Johnson Ltd, makers of dental floss. Aimed particularly for audiences in schools, clinics, health centres and youth clubs, it sets out to show in a lighthearted way how tooth decay and tooth loss can be avoided. The singing and dancing "preventive" characters "dentist", "floss" and "toothbrush" together win the battle against singing armies of plaque and oral bacteria.



# We put fifty years' experience into every bottle of Wellcome Insulin.

Since we made the first in 1922 we have acquired a lifetime's experience of manufacturing Insulin. Today we can supply you with an extensive range of Insulins, each of which undergoes rigorous quality controls to ensure the highest possible standards. So when you ask for Wellcome you can be certain that you are getting the best Insulins that fifty years' research and experience can produce.

## Wellcome Insulins

TRADE MARK



Full information is available on request.  
Wellcome Medical Division  
The Wellcome Foundation Ltd.  
Berkhamsted, Herts

# 'PET': Chemists' buying needs incentives, not penalties

*Might the wholesaler's service to the retail pharmacist be improved by adopting an Australian idea of purchasing efficiency targets ("PET")? asked Mr J. Barrie Thompson in C&D last week (p49). The principle is that when the target is not met for a particular order, the pharmacist is charged a penalty; when the order exceeds the target, he receives a financial reward—the targets being set at levels necessary to make the wholesaler's service economic. The article has prompted Mr Peter Dodd, managing director of Unichem Ltd, to write the following reply.*

It has been the firm belief throughout the whole Unichem organisation that one way ahead to success and profitability for pharmacy in the UK is regularly to examine and re-examine systems and methods of operation between the wholesaler and his retail customers. Therefore, we were delighted to read the interesting article in last week's issue of C&D by Mr J. Barrie Thompson, director and secretary of the Institute of Pharmacy Management International, and his offer to discuss details of the "PET" scheme in public.

This is a most refreshing approach and one which gets our wholehearted support because it allows the pharmacist to draw comparisons about the respective advantages or drawbacks of a variety of different schemes—all well-intentioned in the outset to make his life simpler and his business more profitable. This is the theory, but in many cases is a far-cry from everyday reality.

My reply to the article is intended to discuss objectively the "PET" concept and attempt to compare it with the schemes and service offered by Unichem in the hope that in the end pharmacists will be better acquainted with all the schemes at their disposal.

## Service—and why not?

First, I should like to make some observations in general terms about the problems of wholesalers to which Mr Thompson refers. It is a fact of life that pharmaceutical wholesalers are expected to provide prompt and frequent deliveries for prescription lines—and why not? We are the vital link in a chain of service to the general public which could have the most severe repercussions if there were even a trace of weakness and apathy.

At the same time, we agree that wholesalers must be profitable. But we have been concerned for some time about the activities of short-line wholesalers who stock only the faster-selling lines. In other ways they do not conform to the accepted criteria of a bone-fide wholesaler and in the long-run this type of operation could be detrimental to the existence of the independent pharmacist. Equally, we believe that manufacturers of "ethicals" who supply shortline wholesalers are themselves misguided and are sacrificing future stability for short-term gain.

A year or so ago we had the opportunity to meet officials of the Australian

Sigma company when they visited some of our facilities in the UK. We had valuable discussions studying together the way we

ran our respective businesses. In terms of concept and objectives there is a great deal of similarity between Sigma and Unichem and naturally we were particularly interested in their "PET" scheme. Obviously, for the Australian market, it has merit and real advantages for the pharmacist but, as Mr Thompson honestly admits, such a scheme may be impracticable in the UK.

As it exists and was presented in the article, the "PET" scheme is clearly in-



If you live in Wales, the South  
you'll be able

When we launched Vichy on TV in London and then in the South, sales shot up like a you know what. And stayed there.

So now it's the turn of Wales and the West, the South-West, Channel Islands and the Midlands.

Sometime in the evening of January 29th viewers in Wales and the West, the South-West and Channel TV regions will be able to see the first of twenty five to thirty, 30-second TV commercials. Those of you in the Midlands

flexible in a number of respects and to most chemists would add complicated bookwork and administration to their daily routines. But probably the more undesirable feature is the fact that failure by a pharmacist to keep below the "PET" will cost him a financial penalty. In the light of all the many problems facing British pharmacists at the present time, we cannot believe he would accept such an ultimatum.

In developing Unichem schemes over the years, we have studied business practices of other wholesalers in this country and overseas, including "PET", and believe we have extracted the best elements and tailored them to meet the needs and characteristics of UK pharmacy.

Our PB (profitable buying) scheme is based on the whole concept of line values, providing pharmacists with 6 per cent discounts (in addition to between 5-8 per cent annual rebate in cash.) Linked to our retail stock control scheme, PB has even greater value. The dramatic progress of

Unichem is based on our policy of creating levels of incentives for pharmacists and not of inflicting financial penalties.

I dread to think of the atmosphere which would prevail at our regional committee meetings with pharmacists if we even suggested such penalties. These committees were established to provide a forum for discussion between Unichem management and our customers, to give them a closer insight into the problems of pharmaceutical wholesaling and also a greater say in the running of Unichem.

This open-minded and frank approach to exchanging views with our customers, and the simplicity of the Unichem concept, is helping us establish enviable working relationships with retail pharmacists. We have gone a long way to breaking new ground in this area but will be the first to admit that the ultimate is still to be attained. We will continue to seek out and analyse other methods of operation to, we hope, the betterment and continued prosperity of pharmacy.

## Books

### United States National Formulary, Fourteenth Revision

American Pharmaceutical Association, (Washington DC 20037, USA). 9 $\frac{1}{4}$  x 6in. Pp Ixxix + 1,121.

This revision, which became official in July, 1975, differs from previous ones in that a new format has been adopted for monographs. The intention is to set out in a distinctive manner such information as chemical data, description, dose and available dosage forms which is of interest to pharmacists, and such information precedes the official definition. Therapeutic agents and pharmaceutical adjuncts are now separated into two different sections.

### Abstracts on IV Additives and Pharmacy Technology of Sterile Products

American Society of Hospital Pharmacists, (4630 Montgomery Avenue, Washington DC). 10 $\frac{1}{2}$  x 8in. Pp 211. \$10.

This volume is a compilation of abstracts which have appeared in *International Pharmaceutical Abstracts* during the period from 1970 to the first half of 1975. The abstracts come from a variety of IPA sections, but mainly from pharmaceutical technology, pharmaceutics, and microbiology sections. Although all sterile products are covered, the majority of published material relates to injectables, and the book reflects this. Some abstracts on animal studies and *in vitro* testing are included in an attempt to balance the majority of reports which represent mostly clinical studies.

### Avoiding Back Trouble

Edited by Edith Rudinger. Consumers' Association (Caxton Hill, Hertford SG13 7LZ). 7 in x 4 $\frac{1}{2}$  in. 154pp. £1.40. (£1.75 from bookshops).

Back trouble is a subject which has been starved of scientific attention, says this latest Consumer Publication. But "since the problem is not one that can be solved by tomorrow lunchtime, the main task for the moment is to tackle prevention".

Explaining the structure of the spine and what can go wrong, the book describes how to carry out day to day activities with the least stress on the back. It points out that any weight held at arm's length, eg carrying the dustbin with arms outstretched, causes as much stress on the spine as ten times the weight held close to the body.

Other chapters cover drug and other treatment, the acute attack, self-help for the chronic sufferer, and exercises for general care of the back.

### Books received

#### Tolley's Taxation in Gibraltar

L. J. P. Livens ATII. Tolley Publishing Co Ltd, (44a High Street, Croydon, Surrey CR9 166). £2.

#### Qualitative Analysis by Gas Chromatography

J. Novák. Marcel Dekker, Inc, (270 Madison Avenue, New York 10016, USA). 9 $\frac{1}{4}$  x 6 $\frac{1}{4}$  in. Pp 232. £9.20.



est of England or the Midlands,  
watch it happen.

will see the commercial for the first time at the end of February.

Vichy are spending a national equivalent of £150,000 on punchy, genuine testimonial commercials which will run nearly every night for four weeks in all areas. One of the heaviest TV campaigns ever mounted for skin care.

Vichy is exclusive to chemists, so only you can benefit. If you'd like an appointment with our representative call Alan Rundle on 01-492 0265.



## VICHY SKIN CARE

TV starts Jan. 29th, Wales and the West, the South-West and Channel.

# Shopfitting notes

## Shop maintenance brochure

The National Association of Shopfitters have published a brochure entitled "Care and Maintenance of Shopfronts and Fittings". Detailed maintenance rules for the different metals and metal finishes, decorative stones, timber and laminates used in shopfront construction are given. The various kinds of flooring materials and the maintenance of glass are similarly dealt with. On the mechanical side the brochure covers maintenance of hydraulic door closures, sunblinds, Neon signs and electrical installations. Copies are available from the Association at Lennig House, Mason's Avenue, Croydon CR9 3LL, price £0.50.

## Window shoppers' switch

Hi-Lite 2000, "an entirely new concept in shop lighting", is claimed to be able to save up to 70 per cent on electricity bills. It is a "proximity switch" which brings window lighting into operation only when there is a requirement for the window contents to be seen.

Positioned on the inside of the window but operated from the outside, with no external fittings to be damaged or vandalised, the use of Hi-Lite 2000 is said to be irresistible to window shoppers who are invited by its illuminated panel to "switch on"—placing the hand near this panel operates the lighting of all or part of the window. The "on-off" effect also attracts the attention and arouses the curiosity of all in the vicinity of the window.

A variable time switch allows the period during which the lighting is on to be set between 10 seconds and 30 minutes and an optional trip meter monitors the number of users.

The manufacturers, Lormandy Products, 58 Hodge Road, Walkden, Worsley, Lancs, are planning an educational television campaign to explain the system to the public. The unit may also be operated in conjunction with alarm systems or for illuminating the interior of display cabinets.

## Electrical fly killer

One of the latest products to come from Gold Cross Hospital Supplies Ltd, Emperor's Gate House, 3 Emperor's Gate, London SW7 4HH, is the Flygiene insect electrocutor with a "unique" pulsating voltage. An ultra-violet light source in the unit attracts all flying insects to an electrified grill where they are electrocuted. The power pack is designed to convert either 110 or standard 220-240 volt supplies to 5,000 volts—and is claimed to be "capable of destroying hundreds of insects at the same time, and all at negligible cost." The pulsating voltage ensures that insects do not stick to the grill—instead they fall into a collecting tray beneath the unit.

The need to clean the electrified grill of dead insects is therefore eliminated.

The unit is said to clear an area of up to 3,000 sq ft of all winged insects—24 hours a day if necessary. The outer surface is insulated and safe to touch at all times. Insects fall into a catchment tray which is easily removed for cleaning.

## Self-adhesive letters and signs

For labelling, identifying or cataloguing machinery, equipment, racks, bins, files and stores, Portland Designs Ltd offer their Modu Figlets, self-adhesive figures and letters. Made of special vinyl the Modu Figlets are in sizes varying from 16mm to 152m in height, and are grease, oil and acid resistant. Figlets are supplied on backing strips and may be applied to clean surfaces. The company also offer vinyl self-adhesive washable signs for safety, fire and industrial requirements. There is also a special group of labels to meet Factory Act requirements. Prices and catalogues are available on application to Modu-Signs, Portland Designs Ltd, Times Mill, Middleton, nr Manchester M24 2AA.

## Cash collection case

Volumatic Ltd, Kingsfield Road, Coventry, have introduced an in-store cash collection case with a new type of thief-proof letter-box opening. Available in two sizes— $17\frac{3}{4} \times 13 \times 5\frac{1}{4}$ in deep and  $21 \times 15 \times 7$ in deep—the cases feature an extra-large side aperture with a spring loaded aluminium flap which snaps firmly shut when cash or documents have been inserted. The dimensions of the opening are  $11 \times 3$ in.

A further addition to the range comes with the availability of the existing style of Volumatic in-store cash collection case with spring loaded plastic-roller-type cash openings in a larger size ( $21 \times 15 \times 7$ in deep). All the cases have a double leather wrist strap, worn by the carrier and attached to an audible alarm inside the case by a ball

link chain. The alarm is sounded automatically if the case is snatched.

Two-way mirrors with bandit-proof reflective glass are now also available from Volumatic Ltd. Designed for installation in locations where undetected surveillance is required combined with protection from criminal attack, the mirrors will resist repeated blows from heavy weapons without shattering. Such locations include areas in retail stores, or garages where cash is handled.

## For tailor made displays

Speedframe, the versatile square tube construction system from Dexion Ltd, Dexion House, PO Box 7, Empire Way, Wembley, Middlesex HA9 0JW, is available in 1 in and  $\frac{3}{4}$  in tube sizes, in a variety of finishes, including matt black, grey, satin chrome and brass or copper plated. A wide range of accessories enable the construction of attractive displays, while building structures with Speedframe is straightforward—the basic components, square tube inserts and joints, are simply knocked together to make up rigid frameworks. Other materials, cladding, shelves, accessories are easily added to make up tailor-made counter units, gondolas, point-of-sale units and showcases.

For light rigid frameworks Speedframe in alloy is the answer. 1 in plain and eleven types of finned tube are available. Finned tube enables panels or glass to be incorporated during assembly. A recent addition is a curved tube and a panel link unit. The latter enables the linking of screens and stands to form elegant free-standing partitions in any desired pattern.

Technical data and components lists are available from the company.

## Exclusive cultivation

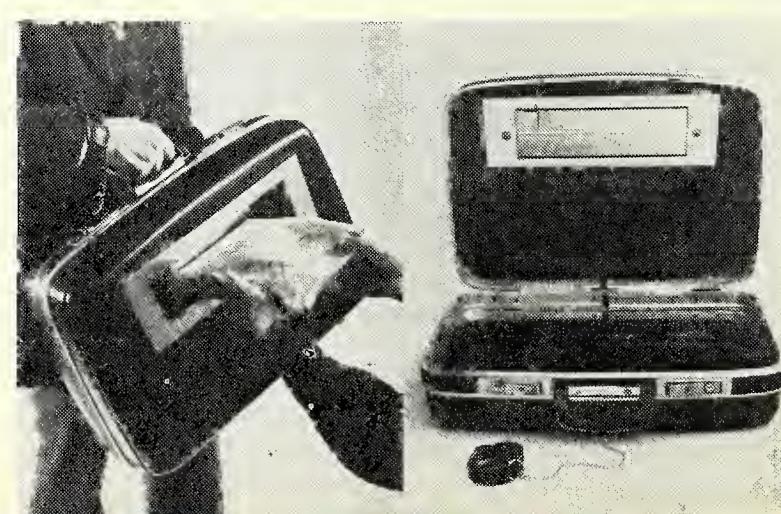
Since the early summer when it was planted in the market by Turner Whitehead, the Profit Tree merchandising system has been extensively cultivated by retailers.

The Profit Tree is a metal merchandiser which can be adapted for either wall or island display use, taking a variety of arm lengths and levels. Goods of different categories—toilet accessories, hot water bottles, etc, are packed in see-through polythene bags with snap-close handles.

Bags can fit almost any article and the various handle widths and colours ensure the versatility of the system.

Inquiries should be addressed to the sales director, 65 Bermondsey Street, London SE1 3HP.

In-store cash collection case from Volumatic Ltd. Left: The "thief proof" letter-box type opening. Right: An aluminium support plate gives extra rigidity

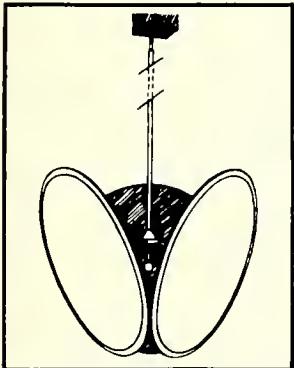


# RETAILERS!

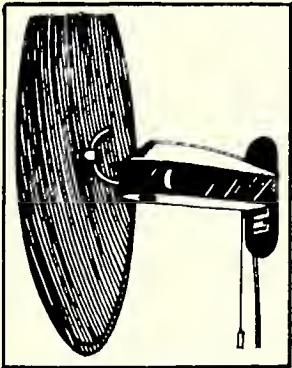
## -cut your losses.

### WITH VOLUMATIC SECURITY PRODUCTS

#### ANTI-SHOPLIFTING MIRRORS THAT MOVE

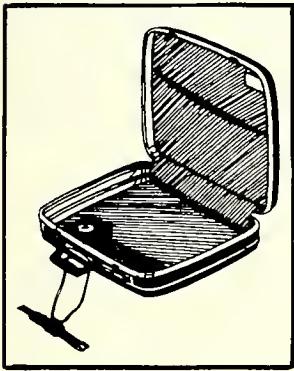


Ceiling Mounted Deterrent Unit Security Scanning Arm

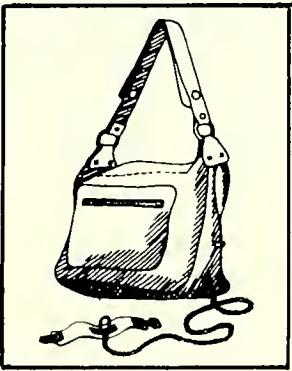


The ultimate shoplifting deterrent — convex wide angle mirrors that move. The **Volumatic Security Scanning Arm** — an electrically driven arm onto which convex mirrors can be mounted. Moves the mirror in a 120° sweep every 20 seconds. The **Volumatic Ceiling Mounted Deterrent Unit** — ceiling mounted tube with three convex mirrors, driven in a circular motion by an electric motor. **Static Volumatic** orange 'halo' trim convex **mirrors** are an effective method of pilferage control. Three diameter sizes, 16 in., 24 in., 34 in.; tough glass fibre backing. And for tight corners, the **Volumatic Slimview** mirror. Oblong, it measures 24 in. wide by 16 in. deep. **Volumatic Two-Way Observation Mirrors** give discreet surveillance of high pilferage risk areas. Available clear or with Venetian silverstrip.

#### CASH CARRYING CASES THAT MAKE THEFT A DIRTY BUSINESS



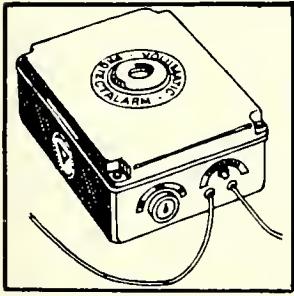
Cash Carrying Case



Cash Carrying Bag

**Volumatic Cash Carrying Cases** when snatched from the carrier, sound an ear piercing audible alarm and send off clouds of dense orange smoke. The cash is stained and made useless to the thief and the carrier is protected by a year's free insurance. It's a foolproof way to carry cash. Available in three sizes. Also available ladies' style hand/shoulder **Cash Carrying Bag** and in-store cash collection case with many new features.

#### ALARMS & OTHER PROFIT PROTECTION AIDS



Protectalarm



Stoplifters

**Volumatic Loop Alarm Systems** — an entirely new range of battery operated, audible loop alarms that provide an unbeatable method of preventing the theft of merchandise on open display. Applications in all types of non-food retailing. **Volumatic Emergency Alarm** — portable audible alarm for floor or wall mounting: 'press to sound', 'press to silence' operation with ear piercing signal. Ideal theft, fire or bomb warning. **Volumatic Stoplifters** — bright orange signs for hanging in sales areas. Each carries anti-pilferage slogan on either side that deters the pilferer. Orange acrylic with black lettering. Suspended with chrome chain. Dimensions: 36 in. wide by 12 in. deep (91 cms. by 30 cms.). Low in cost. Choice of slogans. **Volumatic Bomb Blanket** — contains the blast from home-made bombs. Already in use by department stores and some public utilities.

All **VOLUMATIC** products are backed by a one year written guarantee.

SOLVE YOUR SECURITY PROBLEMS NOW - SEND FOR LITERATURE

TODAY!

For immediate attention quote reference No.: 'CD'



**Volumatic Limited**

Department 'CD'  
Taurus House  
Kingfield Road  
Coventry CV6 5AS England  
Telephone (0203) 84217/8/9

-leaders in  
**RETAIL  
SECURITY!**

# The original



*act  
like a gargle*

**SURE SHIELD**  
IODISED  
**THROAT LOZENGES**



**Thos. Guest & Co. Ltd.**

Carruthers Street, Manchester M4 7HX  
Telephone: 061 205 2975

**TVM**

**THE SIGN OF A RELIABLE  
AND SPEEDY SERVICE**

*Extensive stocks of manufacturers products*

**WHATEVER YOUR NEED  
BE CONFIDENT**

ILEOSTOMY EQUIPMENT  
COLOSTOMY EQUIPMENT  
URETEROSTOMY EQUIPMENT  
URINE NIGHT DRAINAGE BAGS  
AND ALL MEDICAL EQUIPMENT

*Catalogue upon application*  
**THAMES VALLEY MEDICAL SUPPLY CO. LTD.**  
118a Chatham Street, Reading. RG1 7HT. Tel No: 0734 595729

## Absolute Alcohol

Synthetic quality available to British and all well known International Specifications and Pharmacopoeias.  
Also meets requirements of specifications being drawn up for Food Grade Ethanol by E.E.C.

**James Burrough Limited**

Fine Alcohols Division 60 Montford Place, London SE11  
Tel: 01-735 8131

**The only  
BEVELLED TONGUE DEPRESSOR  
in the world.**

APPLICATORS ALSO AVAILABLE

### AYRES BIOPSY CERVICAL SCRAPERS

This high quality scraper immediately available in large quantities. Special prices for bulk orders.

**ASHWOOD TIMBER & PLASTICS LTD.,**

Plyta House, Leven Road, London E14 0LW Tel: 01-987 6343/6461

## NEWBALL & MASON LTD.

Established in 1850

**SPICES AND CULINARY HERBS IN EVERY VARIETY  
FLAVOURING ESSENCES AND FOOD COLOURS**

*The Famous*

EXTRACT OF HERBS, LEMONINE, GINGER,  
SARSAPARILLA, DANDELION & BURDOCK  
For Herb Beers

Attractively packed with pharmacy in mind, and also available in bulk.

Detailed price list and bonus terms from  
Dormston Trading Estate, Burton Road, Dudley,  
West Midlands, DY1 2BR. Tel. No. Sedgley 2537

# ICML: The first two years

by A. G. Trotman, Managing director, Independent Chemists Marketing Ltd

It was just two short years ago that ICML was created and the NPU-sponsored voluntary trading group for independent chemists was launched under the Care Chemist name and symbol. The severest critics claimed it was the ruination of pharmacy, while its strongest supporters claimed it was the salvation of retail pharmacy. In truth it is neither, nor can it ever be. What ICML can do, and is doing, is bringing together the combined buying and selling power of NPU members.

It is certainly worth reflecting just what NPU has achieved for its total membership; firstly, ICML can claim to have brought about a change in attitude towards the buying and selling of OTC products on the part of independent chemists and their wholesale suppliers. Prior to the launch of Care most, if not all, comprehensive wholesalers looked upon OTC products largely as "service lines" in order to hold, or gain, "ethical" sales. Wholesalers tolerated the relatively slow stock turn and poor return on stock investment on OTC in order to satisfy the retail pharmacist's demand for small, "fill-in" quantities between their direct purchases.

## Efficiency improved

Today, virtually every wholesale chemist is competing for the intrinsic profit value from OTC ranges. Prior to NPU launching Care, wholesalers usually offered 3, 4 or 5 per cent discounts off standard trade prices. These have been progressively increased to 5, 6, 7 or even 8 per cent in isolated instances. In short, most wholesale chemists have been forced to improve their efficiency in the handling of OTC and as a result all independent retail pharmacists are currently benefiting from the changes that were created by the NPU.

Secondly, during the past two years most wholesale chemists have been forced to react to the NPU initiative in forming a VTO. Whilst each has reacted differently to facilitate their own type of organisational structure and trading objectives, they have been forced to move towards the fashioning of some form of additional retailer services in an attempt to foster a type of loyalty trading relationship. Regrettably, some have been (or are) doing so for the wrong reasons and this is perfectly understandable when many wholesalers are so heavily dependent on "ethical" sales for their profitability. Nevertheless, retail pharmacists generally receive an improved OTC service from wholesalers and can only gain from the fact that wholesalers are being forced into a much closer appreciation and understanding of the pharmacist's servicing needs. This can only help independent chemists generally to become more competitive, providing of course that they are sharpening their con-



Mr A. G. Trotman

sumer price competitiveness, improving their trading image with the aid of these services and not "pocketing" the improved margins.

Thirdly, in creating ICML and the first UK national voluntary trading organisation for NPU members, and by bringing into partnership 17 independent wholesaling companies, NPU has brought about an acute awareness of the fact that if independent chemists are to compete successfully with other retailers—Boots in particular—on OTC products, traditional buying and selling practices have to change. Perhaps more important, independent chemists have to change their attitude to retailing, and there can be little doubt that many more have done so in the past two years.

## Benefits of scale

I do not wish to exploit blatantly the writing of this article as an opportunity to gain a straight "plug" for increasing Numark membership. Of course we need more members if we are to gain the price and promotional benefits that are open to us from a larger scale operation. We must however, face the fact that the number of independent pharmacies continues to decrease by about 300 a year and they collectively continue to lose share of OTC markets. By the very nature of the independent chemist's average sales mix (52 per cent "ethical", 13 per cent patent medicines and 7 per cent cosmetics) less than 30 per cent of shop sales are price promotable in the true sense of the word. Accordingly, Numark can only hope to

generate the same level of manufacturers' financial support as Boots, for example, if we get the majority of NPU members combining their buying power and uniformly promoting national brand leader products under one trading symbol. Numark is surely the best opportunity of doing just this and achieving the maximum impact on the shopping public.

The problems experienced in the first year of the Care Chemist national trading group have been widely publicised. Additionally, being new to the scene, ICML received its share of trade publicity. The second year's activities have obviously been accepted as part of the wholesaler establishment and enabled ICML directors to build on its strengths and experiences gained in the first year of operation.

## Slow build-up

For a number of reasons the build-up of retailer membership to the Numark trading group has been slower than was initially forecast. Apart from the fuel crisis, packaging and product shortages experienced in March, April and May 1974, and the Statutory Committee inquiry, where their decision was not reached until December 1974, we certainly underestimated the difficulty that we would experience at wholesaler level in the development of effective low cost distribution services. We made the mistake of recruiting too many pharmacists too quickly, resulting in reduced service levels in some areas. We certainly underestimated the pharmacist's willingness to concentrate his buying power through one weekly order. In some areas we overestimated the franchised wholesalers' resources to develop the areas allocated to them; lessons have been learned, unique experience has been gained and this process will continue in our endeavours to support every NPU member with effective and efficient distribution, marketing and development services.

There can be little doubt that the modest and relative successes Numark has achieved to date augurs well for its future. Numark is definitely here to stay. More importantly, Numark has a role to play in helping NPU members combine their purchasing power and become a viable force in retail marketing.

It is also worth attempting to identify the independent chemist's current position in the retail trading markets. Just over two years ago NPU—through a series of member meetings—attempted to make its members aware of the consistent serious loss of important market shares and profits. *The position has not changed.*

In the late fifties and early sixties it

*Continued on p84*

# ICML's first two years

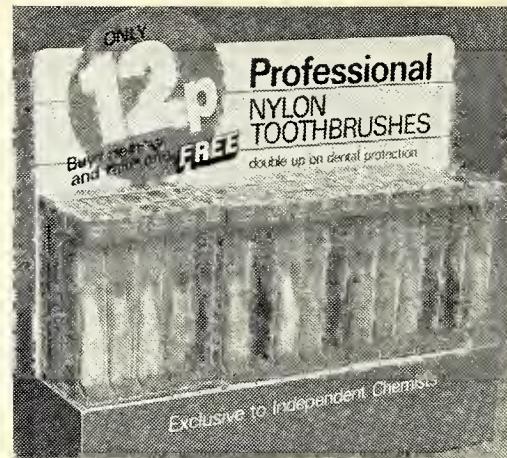
Continued from p83

was the new trading interest of the major grocery retailing chains in toiletries and patent medicines that started the erosion of the independent chemist's share of so many of their traditional consumer markets. Then came the direct home sales operations, led by Avon, soon to gain a major stake in markets such as perfumery and cosmetics and, again, mainly at the expense of independent chemists. During this period, and extending into the seventies, Boots have carried through a consistent and effective sales development programme which now makes them by far the most powerful UK retailing interest in the cosmetics, perfumery and toiletries area. With grocery shares of toiletries business stabilising, it is Boots who continue to achieve a growing proportion of so many important and highly profitable markets. The table gives examples.

harder with more promotion, more advertising and need to sharpen their price competition edge if they are to combat their major retailing competitors.

In producing the above facts it is not my intention to draw attention to the fact that increased advertising and continuous sales promotional campaigns on the part of their sponsors help to gain market shares and extra profits, but to remind ourselves that reputations for fair trading and creating value-for-money images are not developed overnight. They come about only by careful planning and determined effort and attention to every facet of trading. This applies whether you are marketing a single product or a chain of stores. With careful research, good planning and total control of selling, etc, it is possible to achieve fairly rapid success in the marketing of a single product. It is very much more difficult and a much longer haul to market a chain of stores to the shopping public, particularly so for voluntary trading groups, where disciplines cannot be enforced.

To achieve success in retailing there are three main inter-related areas on which to concentrate: buying, selling and economic retailing practices. There are rich rewards for companies who achieve success, and the sales growth and profit achievements of Marks & Spencer, Tesco, Sainsbury and Boots etc testify to this fact. Such



Independent Chemists Marketing Ltd are offering retailers until February 6 a bonus of 12 dozen nylon Professional toothbrushes on orders of 24 dozen through ICML sales representatives for a consumer promotion of "Buy one and get one free". The free brushes—any combination of medium and hard nylon—are supplied in special display sleeves showing the recommended price, £0·12

ing failure in the past two decades in particular. There are many independents who have adopted a good business-like approach to retailing and currently operate shops that are not only a credit to their profession but match up in every respect to modern trading requirements. The vast majority of such pharmacies are achieving satisfactory sales and profit development. Regrettably, they are all too thin on the ground to offset the overall marketing performance of "all other" chemists, hence the need for an effective national trading group for NPU members is probably greater now than when ICML was created.

Economists predict that the current trade recession is unlikely to "turn round" until late 1976 or early 1977. If this is so, then we can expect increased retail competition during the coming year. Many thousand independent traders are benefiting from the support provided by their voluntary trading organisations. More and more independent chemists are recognising that by accepting a degree of commitment to the national trading group and by joining up with fellow NPU members, that they too can not only gain immediate trading benefits but help build a strong central marketing organisation to achieve long term security in retail pharmacy.

## Sterling percentage share of trade trends—1972:1975

Year	Conditioners, sets						Perfumery
	Shampoos	Nail make-up	and home perms	Skin care			
Boots	72	75*	72	75	72	75	72
Independents	21	26	31	39	29	33	20
	19	13	22	17	27	20	15
Source TCPI—*1975 figures relate to January to June data.							21

In fact, when we combine 19 important toiletry and perfumery markets, the trends over four years indicate a loss of 2·6 per cent share points by independent chemists, whilst over the same period Boots added 4·4 per cent to their share. Without doubt—Boots are the real competitor to "all other" retail pharmacies.

Losses of share of trade in a competitive context are always serious but, viewed against likely conditions in 1976, when for the first time in many years we are experiencing a declining consumption/usage—in some markets—it is clear that independent chemists will have to fight

companies do not develop overnight any more than our Numark chemist voluntary trading group can be expected to spring into instant life, achieving instant trading success, and overnight reverse trading trends that have roots spreading back into decades of fragmented buying and an almost apathetic attitude to retailing on the part of a large number of independent chemists.

Additionally, there is evidence to show that a lack of adequate investment (and re-investment) to maintain independent pharmacies' selling environment plays an important part in the pharmacist's market-

## The Winter Metatone\* Bonus!

# 'Nationalisation necessary for full service'

State pharmacies in the High Street would be needed to complement those in health centres in a nationalised system of general practice pharmacy, according to Mr T. C. Thomas, secretary, Socialist Medical Association pharmacy group.

Speaking to the East Kent Branch of the Pharmaceutical Society last week, Mr Thomas said that state pharmacies would be located in areas other than health centres to enable dispensing and pharmaceutical services to become available in tourist resorts and shopping areas—"We are increasingly becoming a tourist country and must not compel our visitors to look for the health centres."

Earlier Mr Thomas argued that nationalisation of general practice pharmacy was necessary if the pharmaceutical services as envisaged in the NHS Act were to be fully implemented. His case rested on:

**Economic grounds:** "The unnecessary existence of so many pharmacists in our major towns and in our High Street" with duplication of qualified and trained staffs; stocks; rent, rates and repairs; staff shortages and costs; unnecessary competitive rivalries; rota breaking "irritations"; leapfrogging; price cutting; and unethical and unprofessional mal-practices. "Is this system the most efficient and economical way to provide modern pharmaceutical services to the NHS? The wastages and losses must be incalculable."

**Political grounds:** "The introduction of the NHS was a political action carried into being against politically antagonistic professions; today, after 27 years of operation, any changes for improvements in its structure for the provision of better health care are being opposed by politically motivated pharmacists, who show their ideological and dogmatic antagonism—regardless of our obligations and responsibilities

for improvements in the pharmaceutical services." The NHS was almost the entire user of pharmacists' professional services: "It is our economic benefactor and master and also our political guide." Fortunately, it remained free from foreign capital investment and any changes made as a result of political policies would be easier to accomplish.

**Social grounds:** "Public enterprise was as important as private enterprise in a mixed economy; almost the entire NHS hospital service was conducted as a public enterprise with almost everyone engaged in it salaried; enjoying freedom to exercise his professional experience and expertise and guaranteed a job and career with "excellent" promotion prospects. In general practice pharmacy more and more pharmacists were also employed as salaried professional staff with jobs, careers and promotion prospects but they were employed by the multiples who were "in active and strong opposition to" the self-employed. "The gradual encroachment of the multiples into general practice pharmacy will become a private monopoly without any social accountability or any public responsibility; prices, profits, monopoly trading, staffing and the other unacceptable aspects of capitalistic monopoly will be difficult to manage or control. Should we acquiesce to this possible state of affairs or should we cry a halt to it and state categorically we will not accept it and look to the alternative public monopoly?"

## No 'worker participation'

The negotiators, Mr Thomas went on, are all employers, with little or no employee representation. Although the average employee "is experienced, trustworthy, reliable, energetic, a good business builder and would make a good self-employed person," the opportunities to represent himself and his employee colleagues were being denied him and he had no say in his conditions of work. "There is no worker participation and co-operation in management, in policy making and in being able to make decisions. Union activities are opposed by the self-employed, the multiples only allow and encourage staff associations, and antagonism is shown towards any measures which could reduce the almost servile conditions in which staff are employed."

The mechanics of establishing a system of public ownership in pharmacy were

being looked at by a study group set up by the SMA pharmacy group. However Mr Thomas gave his own thoughts and recommended a system of complementary health centre and state pharmacies. Health centres were being increasingly accepted as the major outlet for medical services and nursing supportive staffs but the self-employed in the NHS—dentists, pharmacists, opticians, physiotherapists, chiropodists, etc—remained outside. Where pharmaceutical services did exist in a health centre they were greatly appreciated.

Pharmacies "should be included in all existing health centres and provision made for inclusion in all new such centres being built or contemplated." The location, the planning, and the conception of the new health centres should become the responsibility of the professions as well as the Community Health Councils and the Area Health Authorities.

Salaries, careers and promotion prospects in such a service, Mr Thomas thought, should be geared to those applying in hospitals to aid interchange.

## Swedish changeover

In Sweden, pharmacists retained a financial stake in the nationalised pharmacies which they still managed on behalf of the joint ownership; they have been relieved of the need to provide more and more capital to meet increasing costs of drugs, staffing, stocks, rents, rates and other business and professional expenses. The changeover in ownership had proved "almost bloodless", and Mr Thomas suggested that the same methods of purchase could be used in Britain. It would involve buying only the dispensing and pharmaceutical sections, at a valuation independently determined and including goodwill; the remainder of the stock and business would be the responsibility of the proprietor who would decide to continue trading or to dispose of it and enter into a salaried position either in a health centre or in a state pharmacy.

Mr Thomas added: "Pharmacy must become irrevocably a professional, ethical and scientific health care service, within the ambit of an increasingly scientific Health Service. The NHS is social engineering on a grand scale; should we not bring social engineering in general practice pharmacy, into the drug industry, into wholesaling and warehousing, as it already exists in the hospital service?"



coming your way

Let Parke, Davis help you and your customers through the Winter with Metatone.

Starting on the 1st January, 1976 and running through to the 31st March, 1976, Metatone 250ml and 500ml packs will be available on a special Winter Bonus offer.

Full details are available from your Parke, Davis Representative.

**PARKE-DAVIS**

Full information on Metatone including data sheet is available on request from Parke, Davis and Company (Inc USA Liability Ltd), Pontypool Gwent, NP4 8YH. Tel: Pontypool (049 55) 2468

\*Trade Mark

5567 CD

# Biological half-lives

## Why, how and how not to determine them

by Peter R. Byron, BSc, PhD, MPS, Pharmaceutics Research Group, University of Aston, Birmingham\*

Those outside academic circles often protest that authors of research papers offer no justification for their work beyond the statement "Everest is there, it should be climbed". An invitation from *Chemist and Druggist* to justify a piece of academic research presented at last year's British Pharmaceutical Conference<sup>1</sup>, therefore offered a unique challenge.

The study of pharmacokinetics, although relatively recent, has enabled the more rational use of many existing and some more recently developed drugs. Few readers can have failed to ask the questions "Why adjust gentamycin dosage regimens in renal failure?" and "Why administer chlortetracycline four times daily when once a day is sufficient for doxycycline?"

The answer to both questions can be supplied by a standard text on pharmacokinetics, in that the excretion rate of gentamycin decreases progressively with the degree of renal failure, while a normal individual eliminates chlortetracycline some four times faster than doxycycline.

The biological half-life of a drug (which is inversely related to its first-order rate constant for whole-body elimination,  $\beta$ ; see figure 1a) can be used to calculate and adjust dosage regimens. When half-life is used in conjunction with another pharmacokinetic parameter, volume of distribution, calculation of steady-state plasma levels during multiple-dose or intravenous infusion therapy becomes possible.

### Methods of determination

The importance of biological half-life therefore necessitates an accurate method for its determination, especially when the drug in question has a low therapeutic index (that is, the margin between blood levels for adequate therapy and toxic side effects is small). In the main, two methods are used to determine biological half-life. The first, and most traditional method, involves drug administration as an intravenous bolus and subsequent blood level monitoring to produce a plasma profile illustrated by curve A (figure 1a). Alternatively, many workers have administered drugs orally or intramuscularly to produce profiles of the type shown by curve B. The biological half-life [ $t_{\frac{1}{2}}$ ] of the drug in question may be determined from the relationship

$$t_{\frac{1}{2}} = 0.693/\beta$$

$$\text{or } t_{\frac{1}{2}} = 0.693/S$$

where  $\beta$  and S are the terminal slopes of the log-linear plasma-profiles after administration as an IV bolus or by first-order absorption respectively. For an accurate

estimate of  $t_{\frac{1}{2}}$  to be obtained after non-IV administration, the terminal slope S, must approach the value of the first-order rate constant for whole-body elimination,  $\beta$ .

The work leading to the Conference presentation was designed to study the effect of first-order absorption upon the terminal slopes of log-linear plasma profiles of type B (figure 1a). Analysis of some 2,000 digital-computer generated plasma profiles of this type enabled four generalisations to be made:

1. If absorption is much slower than elimination, then the terminal slope S approaches the first-order rate constant for absorption, and therefore provides no estimate of  $\beta$ .
2. If the absorption rate is of the same order of magnitude as the elimination rate,  $\beta$  may be underestimated by approximately 25 per cent.
3. When elimination is slower than absorption, S approaches the value of  $\beta$  for many drugs. In certain cases however, the terminal slope S provides a gross overestimate of  $\beta$ . Figure 1b compares plasma-profiles for the same drug administered both by first-order absorption and as an

intravenous bolus. It is readily apparent that the values of S and  $\beta$  are widely different for this case.

4. Whether S is a good estimate of  $\beta$  for a particular drug can only be determined from analysis of blood level data after intravenous administration.

In practical terms, the use of incorrect values for drug biological half-lives in dosage regimen calculations has dangerous implications in the sphere of patient care. Drug accumulation can result if the half-life is underestimated, whereas an overestimate can easily lead to inadequate therapy due to serum levels becoming sub-optimal.

The prime message resulting from this work can therefore be summarised in one sentence:—Half-life estimates determined after drug administration by other than the intravenous route must be viewed with caution, especially if the drug concerned has a low margin of safety.

1. \* Peter R. Byron and Robert E. Notari. "A critical analysis of the flip-flop phenomenon in the two-compartment pharmacokinetic model". *Journal of Pharmaceutical Sciences* (in press).

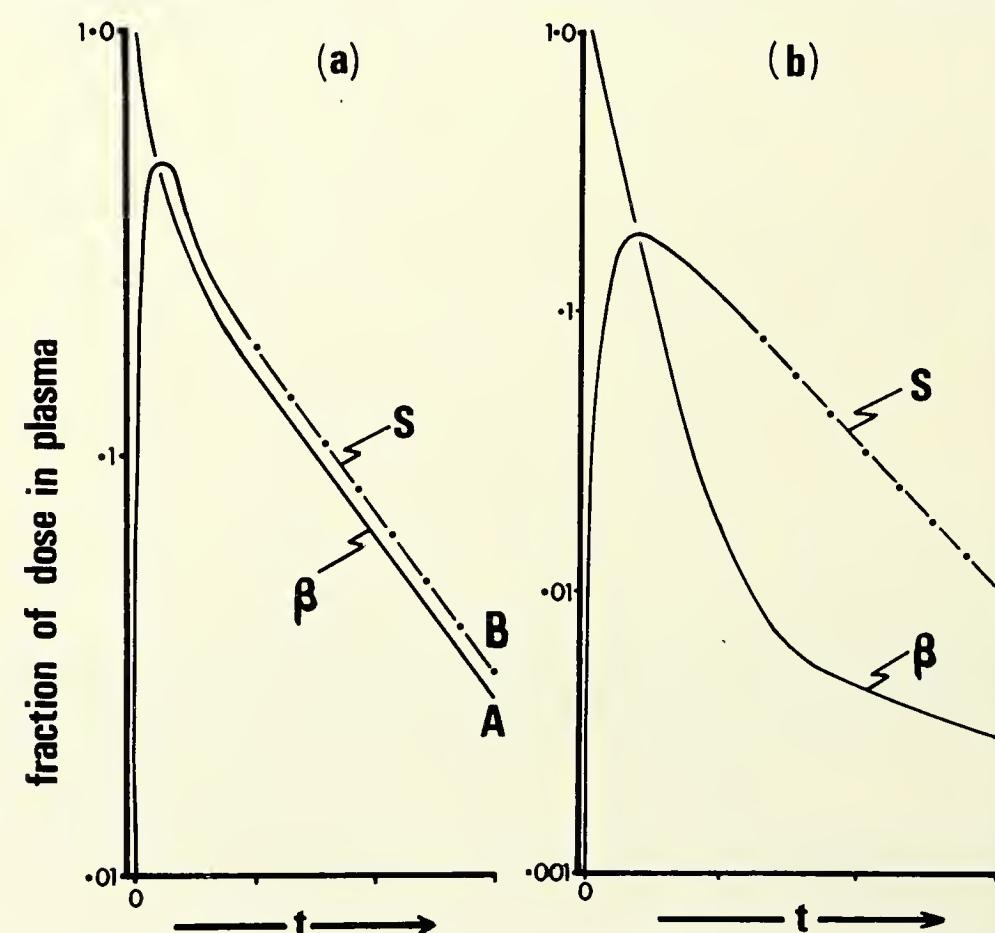


Figure 1 (a) Typical plasma-profiles for the same drug administered, A: As an intravenous bolus, B: By first order absorption. "S" and " $\beta$ " are the slopes of the log-linear curves. (b) An extreme case where  $S > \beta$  for one drug administered by the two different routes

\* Dr Byron was recipient of last year's C&D Medal at the British Pharmaceutical Conference, Norwich, in September.

# Company News

## Cross & Herbert expand in West Country

A merger has been announced between two of the West Country's oldest retail pharmacy groups, Hinton Lake and Son Ltd and Holman Ham & Co Ltd, which operate between them over 30 shops in Devon, Somerset and Dorset.

Holman Ham & Co have been acquired by the Cross and Herbert group—with which Hinton Lake amalgamated in 1970—but the two companies will continue to operate under their own names. The Exeter High Street shop of Hinton Lake, part of the city centre shopping scene for 120 years, is to disappear as a result of the merger.

Hinton Lake have ten pharmacies and Holman Ham 20 and this latest acquisition brings the total number of pharmacies in the Cross & Herbert group to more than seventy.

## Wellcome sales up 30 per cent, exports up 40 per cent

Worldwide sales by the Wellcome group are 30 per cent up, at £213m, for the year ended August 30, 1975, with exports rising 40 per cent to £44m.

These figures are given in the group's annual report published on Wednesday, which also shows that only £6m of the sales increase derives from the relative weakening value of sterling. About 85 per cent of group sales to third parties were made outside the UK. Profits before tax were £28·6m and 81 per cent of the £16·75m available after tax was retained in the business to strengthen the group for the future. A total of £16m was spent on research and development and just over £3m was distributed to the trustees. Some £1·5m was paid to the group's pension fund to meet its future liability.

The group's profit for the previous year was £22·5m. Mr A. A. Gray, chairman, states on the £6m rise: "To have achieved this profit increase is an outstanding success in view of the continually rising incidence of wages, raw materials and services and high interest rates on the capital we need to finance our expanding business."

The Americas once again showed the highest volume of sales with a considerable increase over the previous year. Burroughs Wellcome Co, the largest of the group's companies overseas, now ranks as 14th in the US pharmaceutical industry. Its percentage increase of sales over the previous year was the second highest of the top thirty firms.

The results of the European region showed a healthy increase in sales with Wellcome's market share in value terms continuing to rise in all medical markets in Europe. Within the Africa-Asia-Australasia region, the most outstanding

contribution to an overall increase in sales came from the Central Zone, which comprises the Middle East and most of Africa except the South. Sales from this zone were 89 per cent above last year, and sales were up by 48 per cent in India.

Despite an overall sales increase in the various divisions of the United Kingdom region, sales to the NHS still amounted to only about 12 per cent of the group's world ethical medical sales and around 8 per cent of group sales as a whole. At the main production centre at Dartford, Kent, particular effort was directed towards reducing the impact of inflation, enabling the increase in costs to be minimised despite increases in costs.

Plans for the provision of new facilities for research and development at various centres within the group had to be concentrated on those functions required for the evaluation of possible and existing products, but the group's capability in the sphere of discovery is being maintained and in some cases increased. It continues to be the board's policy to increase the research effort in real terms.

## New company to supply contact lens products

A new company of specialist wholesalers for contact lens solutions, accessories and instruments has been established.

Mr Dennis Hillyard, managing director, Hillyard Contact Lens Supplies Ltd, said on Tuesday that the company would offer an important service to retail pharmacists in several ways—by despatching all orders, subject to availability, on the same day they were received, by maintaining the widest possible range of solutions, cases and accessories under one roof, and by introducing a simplified stock control and ordering system free to the retail trade. A free monthly delivery service to all major UK cities, a 24-hour Ansaphone service and a telephone advisory service are also planned.

Mr Hillyard added that pharmacies were a rapidly developing market for contact lens solutions—the average person went into a pharmacy once a month and into an optician once every two to three years. An Addressograph system carrying the names and addresses of every optician and pharmacist in the UK would be available to manufacturers to facilitate distribution of product information sheets, technical papers and details of special offers.

From January 26, the company will operate at Optic House, 55 Barton Road, Water Eaton Industrial Estate, Bletchley, Milton Keynes, Bucks.

## CIBA-Geigy to reorganise

CIBA-Geigy (UK) Ltd are to undergo an internal reorganisation in March. Two separate units are to be formed on March 29—one comprising the pharmaceutical (CIBA Laboratories and Geigy Pharmaceuticals), dyestuffs and chemicals, and agrochemicals divisions, the other made up of the three plastics, pigments and industrial chemicals divisions.

From the time of the reorganisation, Mr J. A. Rogers, presently managing director will take up a new position as deputy chairman of CIBA-Geigy (UK).

Mr H. Wüst, managing director, Clayton Aniline Co., will be appointed corporate managing director for the unit which includes the pharmaceutical division.

### Briefly

**Brome & Schimmer Ltd** moved this month to Unit 3, Great Bridge Road Industrial Estate, Romsey, Hants (telephone 0794-515595).

**Hickson & Welch (Holdings) Ltd** recommended a final dividend of 5·4459p on the ordinary share capital of £3,223,554. Turnover £42,058,000 (£35,611,000). Profit before taxation £4,653,000 (£4,145,000).

**Savory & Moore Ltd** have acquired the pharmacy of E. G. Andrews Ltd, 101 High Street, Huntingdon, PE18 6LA. Inquiries concerning E. G. Andrews (Chemists) Ltd should be addressed to 12 Eaton Close, Hartford, Huntingdon, Cambridgeshire.

**Wilkinson Sword** is to set up a razor blade plant with the Egyptian government in Alexandria with a joint capital of about £2·5m. The plant, to be completed in two years, will have a capacity of two million blades annually, according to news agency reports.

## Appointments

**Germaine Monteil:** Mrs Beryl Oxley has been appointed sales manager.

**Bristol-Myers Co Ltd:** Mr Bill Smith has been appointed product manager with responsibility for certain Clairol retail products, including Nice 'n Easy and Born Blonde.

**Colson & Kay Ltd:** Following reorganisation and expansion of the sales force. Mr Howard Bulmer has been appointed sales executive in Yorkshire and North East England.

**Paterson Products Ltd:** Mr George Ashton has been appointed to the board. He joined the company as general manager on August 1975, and will continue in this position.

**Hoechst UK:** Mr Ray Howell has joined the board in succession to Dr I. G. C. Pasteiner, who retired at the end of 1975. Mr Howell joined Hoechst in 1954 and worked in the UK until 1966. Since 1966 he has worked in Africa his most recent appointment being managing director of Nigerian Hoechst Ltd.

**Bowater Scott Corporation Ltd:** Following the recent re-organisation of the marketing structure within Bowater Scott, the new marketing division now includes the three, formerly separate, consumer, industrial/medical and overseas divisions. Keith Reynolds, previously market manager for kitchen towels, has taken over as market manager for Andrex and Petal toilet tissue, while Tony Houghton has been made market manager of kitchen towels. Facial products market manager, Peter Wesley, will remain in charge of Scotties facial tissues but will assume a new responsibility as market manager for Babettes products. Ian Davis, who previously managed the Babettes range, has now been promoted to a new position of marketing services manager.

# Market News

## Sharp rise in waxes

London, January 14: The prices of all waxes have been substantially raised because of world-wide shortages. Prices mentioned for bees' wax must be regarded as nominal while candelilla was up by £100 ton and carnauba by anything between £30 and £60 per ton. Pepper is firmer not only reflecting the higher quotations at origin but the import duty which was increased from the beginning of the month in accordance with EEC commitments. The downward trend in crude drug prices seems to be halting and an increasing number of items are now moving up again. During the week they included gums, lycopodium, podophyllum, turmeric, lemon peel, styrax and valerian. Some of the balsams were easier; also lower were buchu, East Indian nutmeg, ginger, hydrastis, menthol and ipecacuanha.

In essential oils, peppermint and eucalyptus were easier but citronella (Java) petitgrain and Mysore sandalwood were dearer. Spot supplies of cinnamon leaf oil and lemongrass were tight.

## Pharmaceutical chemicals

**Aloin:** 50-kg lots £12.90 kg.  
**Aluminium chloride:** Pure 50-kg lots, £0.8248 kg.  
**Benzocaine:** BP in 50-kg lots, £4.49 kg.  
**Benzoic acid:** BP in 50-kg lots £0.5352 kg (50 kg kegs).  
**Bismuth salts:** £ per kg.

	under 50-kg	50-kg	250-kg
<b>carbonate</b>	9.18	8.95	8.90
<b>salicylate</b>	7.66	7.45	—
<b>subgallate</b>	8.13	7.90	—
<b>subnitrate</b>	8.33	8.10	8.05

**Calamine:** BP £557 per 1,000 kg.  
**Cantharadin:** 100-g lots £0.75 per g.  
**Carbon tetrachloride:** Technical in 4-ton lots £185.60 metric ton.  
**Chloral hydrate:** 50-kg lots £1.00 kg.  
**Chloroform:** BP from £337.50 metric ton in 280-kg drums to £405 in 35-kg drums. 2-litre bottles £1.61 each; anaesthetic £0.66 per 500 ml bottle.  
**Citric acid:** BP granular hydrous per metric ton. Single deliveries £581. Anhydrous £624. Five-ton contracts £593 and £638 respectively.  
**DL α Tocopheryl acetate:** Per kg in 5-kg lots—oil £11.60, dry 25 per cent £10.40. DL Tocopherol £13.50.  
**Ether:** Anaesthetic, BP 2-litre bottles £21.4 each; drums from £1.11 kg in 16-kg drums to £1.01 kg in 130-kg. Solvent, BP from £796 metric ton in 16-kg drums to £712 in 130-kg.  
**Glucose:** (Per metric ton in 10-ton lots) monohydrate £178; anhydrous £410; liquid 43° Baumé £170 (5-drum lots); naked £144 (tanker 14 tons).  
**Glycerin:** 1-5 ton lots £514 metric ton; 5-ton £511 ton, in 250-kg returnable drums.  
**Hydrogen peroxide:** 35 per cent £200 metric ton.  
**Hyscynamine:** Sulphate £82.00 kg in 100-g lots.  
**Hypophosphites:** £ per kg

	12½-kg	50-kg
<b>Calcium</b>	3.07	2.94
<b>Iron</b>	5.72	5.58
<b>Magnesium</b>	4.87	4.48
<b>Manganese</b>	6.12	5.72
<b>Potassium</b>	4.20	4.06
<b>Sodium</b>	3.48	3.14

**Saccharin:** BP in 250 kg lots £3.40 kg; sodium £3.10.  
**Sodium potassium tartrate:** Granular £797 metric ton.  
**Tartaric acid:** About £705 per metric ton.  
**Vitamin E:** See tocopheryl acetate.

## Crude drugs

**Agar:** Spanish-Portuguese £4.95 kg spot.  
**Aloes:** Cape £0.94 kg spot; £0.93, cif. Curacao £1.40 spot nominal; £1.30, cif.  
**Balsams:** (kg) Canada: £14.25 spot; £14.00, cif

for shipment. **Copaiba:** BPC £1.60 spot; £1.55 cif. **Peru:** £4.35 spot; £4.00, cif. **Tolu:** £3.15 spot. **Belladonna:** (metric ton) Herb £460 spot. Leaves £800, cif. Root £750 spot nominal. **Benzoin:** BP £64.00-£67.00 cwt spot; £58.00-£62.00, cif. **Buchu:** Round £2.45 kg spot; £2.35, cif. **Camphor:** Natural powder, £5.60 kg duty paid. Synthetic £0.65. **Cardamoms:** (per lb cif), Alleppy green No 1 £1.50, prime seeds £1.60. **Cascara:** £840 metric ton spot; £610, cif. **Cherry bark:** Spot £560 metric ton; £550, cif. **Chillies:** Mombassa £740 ton, cif nominal. **Cinnamon:** (cif) Seychelles bark £340 ton, cif; Ceylon quills 4 O's £0.50½ lb. **Cloves:** Madagascar £2.550 per ton, cif. **Cochineal:** Peruvian silver-grey £13.00 kg spot; £12.75, cif. **Colocynth pulp:** Nominal. **Dandelion:** £1.010 metric ton, cif nominal. **Ergot:** Portuguese-Spanish £1.50 kg spot; £1.40, cif. East European £1.60 spot. **Gentian:** Root: £1.45 kg spot; £1.35 kg, cif. **Ginger:** (ton, cif) Cochin £550; Jamaican spot cleared, Nigerian split £475, peeled £550. Sierra Leone (March-May) £720. **Gums:** Acacia, Kordofan cleaned sorts \$1.280, fob, metric ton. **Karaya** No. 2 faq £340 metric ton, cif. **Tragacanth** No 1 £555 spot per 50 kg. **Henbane:** Niger £980 metric ton spot; £950, cif. **Honey:** (per metric ton in 6-cwt drums, ex-warehouse) Australian light amber £480, medium £460, Canadian £650; Mexican £490. **Hydrastis:** £7.25 spot; £7.00, cif. **Ipecacuanha:** (kg) Costa Rica £3.30 spot; £3.20, cif. Colombian £5.30; £5.15, cif. **Jalap:** Mexican basis 15 per cent, no spot; £1.32 kg, cif; whole tubers £1.48, cif, 9-11 per cent. **Kola nuts:** £195 metric ton spot; £190, cif. **Linolin:** 1,000-kg lots BP grades from £955; cosmetic £1,025; technical £910. **Lemon peel:** Unextracted £990 metric ton spot; £970, cif. **Liquorice root:** Chinese £190 metric ton, cif. Russian £240 spot; £210, cif, both nominal. Block juice £1,130. Spray-dried £1,050. **Menthol:** (kg) Brazilian spot £9.90 kg; shipment £9.00, cif. Chinese £10.50 duty paid; £10.00, cif. **Nutmeg:** (Per ton, cif) East Indian 80's £1,300; bwp £940. West Indian 80's £1,410, unassorted £1,150; defective £935. **Nux vomica:** £210 metric ton spot. **Pepper:** (ton) Sarawak black £815 spot; £755, cif; white £1,040; £955, cif. **Pimento:** Mexican £2,300 US dollars ton, cif. **Podophyllum:** Root £620 metric ton spot; £610, cif. **Quillaja:** £1,200 metric ton spot; £1,130, cif. **Rhubarb:** Chinese rounds 60% pinky £1.40 kg. **Saffron:** nominal. **Sarsaparilla:** £1,200 metric ton spot; £1,150, cif. **Seeds:** (metric ton, cif) **Anise:** China star forward £450. **Caraway:** Dutch £365. **Celery:** Indian £325. **Coriander:** Moroccan £195. **Cumin:** Indian £525. **Dill:** Indian £175. **Fennel:** Indian new crop £525; Chinese £345. **Fenugreek:** £120. **Senega:** Canadian £11.50 kg spot; £11.10, cif. **Senna:** (kg) Alexandria pods, hp, £1.96; manufacturing, £1.43. Tinnevelly leaves faq No 3, £0.26; faq pods £0.26; hp £0.42. **Squill:** Italian spot nominal, £850 metric ton, cif; new crop. Indian £170, cif. **Styrax:** £2.85 kg spot; shipment £2.80, cif. **Tonquin beans:** Spot £0.93 kg; shipment £0.85, cif. **Turmeric:** Madras finger £230 ton, cif. **Valerian:** Indian root £700 metric ton spot; shipment £650, cif. **Waxes:** (metric ton) Bees', Dar-es-Salaam £1,385, cif. **Candelilla:** £825 spot; £79, cif. **Carnauba:** fatty grey, £1,040 spot; £1,000, cif, prime yellow £1,775 and £1,675, cif. **Witchhazel leaves:** Spot £2.05 kg; £1.90, cif.

## Essential and expressed oils

**Almond:** Sweet in drum-lots £1.20 kg. **Anise:** £17.00 kg spot; £16.00, cif. **Buchu:** English distilled £255 kg; South African £150. **Camphor white:** £0.90 kg spot; £0.70, cif. **Caraway:** Imported £16.00 kg; English £24.00. **Cardamom:** English distilled £80.00 kg. **Cassia:** Chinese unobtainable. **Cedarwood:** Chinese £0.85 kg spot; £0.81, cif. **Celery:** English £28.00 kg. **Cinnamon:** Ceylon leaf £2.20 kg spot; forward nominal. **Clove:** Madagascar leaf unobtainable on spot; £2.05 kg, cif. **Citronella:** Ceylon £1.30 kg spot; £1.07, cif. Java £1.50, cif. **Coriander:** Imported £18.00 kg spot. English distilled £26.50. **Dill:** £15.50 kg in drum lots. **Eucalyptus:** Chinese 80-85 per cent £1.75 kg spot; £1.45, cif. Spanish/Portuguese £1.70 spot. **Fennel:** Spanish sweet £9.50 kg spot. **Geranium:** (kg) Bourbon £26.50 spot. **Ginger:** English distilled £65.00 kg. **Lavender:** French £19.50 kg spot. **Lavender spike:** £10.00-£11.00 kg spot. **Lavandin:** About £5.00 kg. **Lemon:** Sicilian best grades from £7.00 kg. **Lemongrass:** Spot cleared; £3.55, cif. **Lime:** West Indian from £9.50 kg spot. **Mandarin:** £6.00 kg. **Nutmeg:** (per kg) English distilled from West Indian £20.00-£21.50; from East Indian £15.50-£16.00. **Olive:** Spot ex wharf, Spanish £1,150 per metric ton in 200-kg drums; Mediterranean origin £1,140.

**Palmarosa:** Brazilian spot £7.50 kg. **Patchouli:** £4.50 kg spot and cif. **Pennyroyal:** Not quoted.

**Pepper:** English distilled ex black £62.50 kg. **Peppermint:** (kg) Arvensis Brazilian, £3.65 spot; shipment £3.45, cif. Chinese £3.70 spot; £3.60, cif. American piperaea £15.00-£20.00 as to source. **Petitgrain:** £4.35 kg spot. **Rosemary:** £4.75 kg spot. **Sage:** Spanish £59.00 kg to arrive. **Sandalwood:** Mysore £35.00 spot; £28.00, cif. **Sassafras:** Chinese £1.80 kg spot; £1.65, cif. Brazilian £1.65; £1.55, cif. **Spearmint:** American £9.50 kg; Chinese £7.70. **Thyme:** Red 68/70 per cent £10.80-£11.50 kg as to quality.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

## Coming events

### Sunday, January 18

**Agriculture and Veterinary Group, Pharmaceutical Society,** 17 Bloomsbury Square, London WC1, at 2.30 pm. Annual London meeting; Dr M. J. Cooper on "Veterinary applications of prostaglandins."

### Monday, January 19

**Enfield Pharmacists' Association,** Postgraduate medical centre, Chase Farm Hospital, at 7.45 pm. Dr J. R. Almeida on "Dermatology". **Mid-Glamorgan East Branch, Pharmaceutical Society,** Criterion Hotel, Pontypridd, at 8 pm. Professor P. Spencer (Welsh School of Pharmacy) on "Tranquilisers".

**Stockport Branch, Pharmaceutical Society,** Alma Lodge Hotel, Stockport, at 8 pm. Joint dinner with Stockport division, British Medical Association. Guest speaker Professor P. H. Elworthy.

### Tuesday, January 20

**Bromley Branch, Pharmaceutical Society,** Eden Park Hotel, Upper Elmers End Road, Beckenham, at 7.30 pm. Working dinner (£2.30) with Mr J. R. Dale (chief inspector, Pharmaceutical Society) on "Current pharmaceutical legislation".

**Burnley Branch, Pharmaceutical Society,** White Bull Hotel, Gisburn. Dinner and dance. Speaker Mr J. R. Jenkinson.

**Hartlepools and Middlesbrough Branches, National Pharmaceutical Union, and Teesside Branch, Pharmaceutical Society,** Redcar health centre, Coatham, Redcar, at 7.45 pm. Mr T. P. Astill (deputy secretary, NPU) on "Some legal pitfalls in running a pharmacy".

**Northumbrian Branch, Pharmaceutical Society,** Wintrop Laboratories, Edgefield Avenue, Fawdon, at 7.30 pm. Dr M. Hooper on "Social responsibilities of drug taking".

**Cardiff and South Glamorgan Branch, Pharmaceutical Society,** University of Wales Institute of Science and Technology, at 7.30 pm. Dr Eryl Owen (University College, Cardiff) on "Lasers in medicine, technology and research".

**Lanarkshire Branch, Pharmaceutical Society,** Nurses' recreation hall, Strathclyde Hospital, Motherwell, at 8 pm. Mr Mervyn Madge (a member of Council) on "Nationalisation and current topics of pharmaceutical interest". Joint meeting with students' pharmacy club, University of Strathclyde.

**North Staffordshire Branch, Pharmaceutical Society,** Medical Institute, Hartshill, at 7.45 pm. Chairman's evening.

### Wednesday, January 21

**Socialist Medical Association,** Cole Room, Fabian Society headquarters, Dartmouth Street, London SW1, at 7 pm. Mr Michael Garrard on "The work of the Community Health Councils".

### Thursday, January 22

**Bristol Branch, Pharmaceutical Society,** Small lecture room, phase 1 of new building, Bristol Royal Infirmary, at 7.30 pm. Dr M. W. Annear on "Madness and healing in the ancient civilisation".

**Southampton Branch, Pharmaceutical Society,** Polygon Hotel, Southampton. Annual dinner and dance.

### Advance information

**Guild of Hospital Pharmacists/ASTMS weekend school,** University of Manchester, April 2-4, on "Intensive Care". Details from Guild of Hospital Pharmacists, Sutton House, 2 Homerton High Street, London E9 6JT.

# CRUDE DRUGS

We are ready to supply:

- \* QUININE SULPHATE
- \* QUININE HYDROCHLORIDE
- \* QUININE BISULPHATE
- \* QUINIDINE SULPHATE
- all conforming to B.P. Standard.
- \* IPECACUANHA ROOTS

Inquiries to:

**EURESIAN EQUIPMENTS & CHEMICALS LTD.,**

7 Kali Krishna Tagore Street,  
Calcutta—700 007/India.  
Telex : 7436 EECCAL  
Cable : LAKHISALT  
CALCUTTA



## The British Public isn't happy about the seating arrangements in many planes, trains and restaurants.

So we've introduced bactericidal Toilet Seat Wipes.

Each pack contains 10 disinfectant-impregnated tissues individually sealed in foil.

They're non-irritant, non-toxic and non-staining. And among the travelling hygiene-minded British public they're catching on fast.



**SAFESEAT**  
Toilet Seat Wipes by Gorcel.

GORCEL LIMITED, 1 HIGH RIDGE, WARD GREEN, BARNSLEY, SOUTH YORKSHIRE.

# Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist, 25 New Street Square, London EC4A 3JA.

Telephone 01-353 3212.

Publication date Every Saturday.

**Headings** All advertisements appear under appropriate headings.

Screen 100.

**Display/Semi Display** £4.00 per single column centimetre, min 25mm. Column width 42mm.

**Whole page** £300 (254mm x 178mm).

**Half Page** £175 (125mm x 178mm).

**Quarter Page** £100 (125mm x 86mm).

**Lineage** £0.80 per line, minimum 5 lines @ £4.00.  
**Box Numbers** £0.35 extra.

**Series Discounts** 5% on 3 insertions or over. 10% on 7 insertions or over. 15% on 13 insertions or over.

**Copy date** 4 pm Tuesday prior to publication date. Advertisements should be prepaid.

**Circulation** ABC July/December 1974, 15,353.

# Shopfitting

**SHOP INTERIOR FITTINGS and SHOPFRONTS for CHEMISTS**  
Wide choice of Modern Equipment at Attractive Prices  
Free Advisory & Planning Service  
Phone without obligation 061-445 3506  
H. A. Peyser, 20 Fairfax Avenue Didsbury, Manchester M20 0AJ

Self selection will increase your toiletry sales sufficiently to pay for a complete shop modernisation. As primary manufacturers of wall fittings and counters we offer very early delivery and installation. In just one day, or overnight, new shops or old shops or part shops. Immediate quotations without obligation for shopfronts and interiors. THIRSK SHOPFITTINGS, 741-743 Garratt Lane, London SW17 0PD. Telephone 01-846 2291 (4 lines).

**FYNESTORE**, The Chemists' Shopfitter specialists in Dispensaries, Shopfronts, Pharmacy Planning and all allied work. 14 Mimram Road, Hertford. Tel. 54621. NPU recommended.

**CASH REGISTERS** rebuilt as new fully guaranteed from £75. Itemisers £185. Call and see our range. Open Monday to Friday. THIRSK SHOPFITTINGS, 743 Garratt Lane, SW17 0PD. Tel: 01-946 2291.

**DISPENSARIES FIXTURES AND FITTINGS.** Complete service by specialists. Phone Allan Campbell, A.C. Shopfitters, 34B Jeffery Street, Gillingham, Kent. Medway (0634) 55508.

Please mention C & D when replying to advertisements

# Classified Advertisements

## Appointments

**UWIST**

Pharmacy  
PROFESSOR

Salary: £8,049 or above

LECTURERS (2)  
(Pharmacognosy)  
(Community Pharmacy)

Salary up to £4,194 on  
Scale: £3,174 to £6,446

Requests (quoting Ref. CD)  
for details and application  
forms to Personnel Section,  
UWIST, Cardiff CF1 3NU.  
Closing date: 13th February,  
1976

## REGIONAL SALES MANAGER

(SOUTHERN ENGLAND)

Our client, one of the prestige names in family medicines, manufactures and markets a range of brand leader and household names. Their products receive considerable support from TV and media advertising together with superb local and point of sale support.

We seek a mature experienced manager/manageress, 28/35, with strong leadership qualities, a seasoned enquiring mind, and the ability to make their own decisions. You should be educated to at least 'O' level standard, with sales and management training and be experienced within the chemist or similar fields. Selection—training—motivation and control, together with the overall development of the business will form your major responsibilities.

A person seeking even greater responsibility and in-depth Management experience at a senior level is sought. You would control a minimum of two Managers and 10 representatives and influence major policy decisions. Ideally a person based London Home Counties is preferred but domestic removals would be paid for the right person.

Salary and prospects are superb for this prestige position, together with first-class bonus. Excellent company car, BUPA '24-hour accident insurance' and pension scheme.

Write or phone (L/62)

NATIONWIDE (SALES RECRUITMENT) LTD.  
Dome Buildings, The Square, Richmond  
Surrey TW9 1DT  
01-948 0253/4/5

## Wanted

**A. & H. OTTER LTD.**

(established 1920)

Largest cash stock buyers in the trade for manufacturers' clearing lines, rejects, also retailers' stocks.

8 Northburgh Street, London  
EC1V 0BA. Tel: 01-253 1184/5.  
Telegrams: "Salvall", London,  
E.C.1.

WE WILL PURCHASE for cash a complete stock of a redundant line, including finished or partly finished goods, packaging, raw materials, etc. No quantity too large. Our representative will call anywhere. Write or telephone Lawrence Edwards & Co. Ltd., 6/7 Wellington Close, Ledbury Road, London W11. Tel. Park 3137-8.

## Services

**BURGLAR ALARMS.** You or we install. Details/Leaflets. LONDON SECURITY CENTRE, 288 Bishopton, London, E.C.2. 01-247 8067 or 01-377 9159.

## Miscellaneous

the key to  
solve your problems  
*shopfitting*

Olney bros offer you a full and comprehensive service covering all aspects for your trade.

details from: olney bros ltd.  
jado house.  
northbridge road.  
berkhamsted, herts. HP4 1EG.  
© 5417-9

name & address  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
©



**FASHION JEWELLERY**

Elegantly displayed. Super fast sales. Big profits. VAT at 8%.

Contact:

STAR GEMS OF LEICESTER  
160 Melton Road, Leicester  
Tel: (0533) 667800

Personal callers most welcome

**FASHION JEWELLERY**  
**Jodez (Manchester) Ltd**

34 Shudehill, Manchester M4 1EY

Tel: 061-832 6564

Largest and most exclusive range of direct and imported Continental Jewellery, Necklets, Pendants, Dress Rings, Earrings, Brooches, Bracelets, Hair Ornaments. Suppliers to Chemists over 20 years.

Sample parcels available.

**Tolley's  
Tax Tables 1975/76**

20 pages of easy-to-read tables covering the new rates of income tax, corporation tax, estate duty, capital gains tax and ACT. for 75p.

On sale now at leading booksellers or direct from us.

Tolley Publishing Co.,  
44a High Street, Croydon  
CR9 1UU. 01-686 9144.

**ORDER NOW**

**CHEMIST & DRUGGIST  
DIRECTORY 1976**

Over three hundred and fifty pages of vital information for all engaged in the pharmaceutical, cosmetic and allied industries.

Lists over 1,800 manufacturers. Some 9,000 product and brand names. Tablet & Capsule Identification Guide. National Health Service. Medicines Acts. Value Added Tax. Retail and Wholesale Outlets.

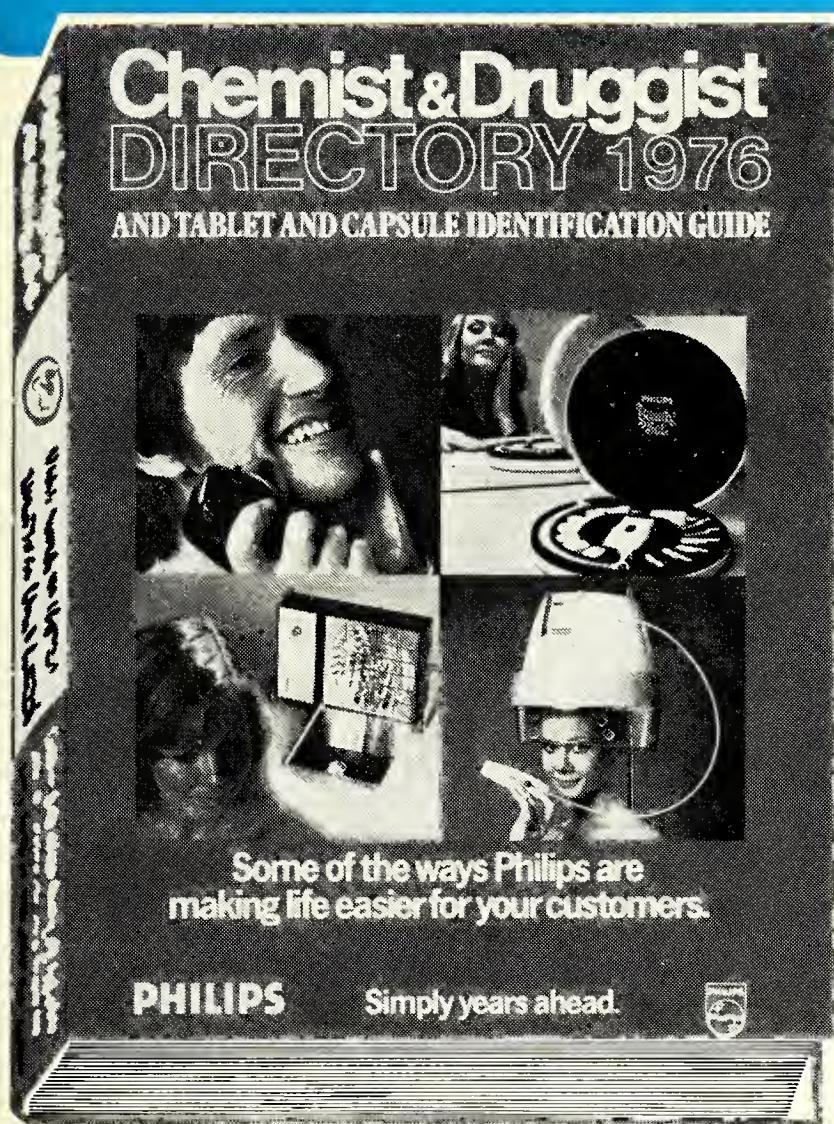
These are just some of the sections included in the 1976 edition. Send for your copy today!

Chemist & Druggist,  
25 New Street Square,  
London, EC4A 3JA. 01-353 3212.

Price £12 inc. postage and handling. C&D subscribers only £8 inc. postage and handling.

Please Address Box No. replies to: Box No. ....  
Chemist and Druggist 25 New Street Square, London EC4A 3JA.

# ORDER NOW Chemist & Druggist DIRECTORY 1976



Price £12.00 including postage and packing

Special price to Chemist &  
Druggist Subscribers £8.00  
including postage and handling

**THE ESSENTIAL REFERENCE  
FOR EVERY PHARMACEUTICAL  
MANUFACTURER, WHOLESALER  
AND RETAILER**

Order from

**CHEMIST & DRUGGIST**

25 New Street Square, London EC4A 3JA Telephone 01-353 3212

A TABLET AND CAPSULE IDENTIFICATION GUIDE  
B MANUFACTURERS AND WHOLESALE OUTLETS  
C BUYERS GUIDE  
D PHARMACEUTICAL ORGANISATIONS  
E WHOLESALE AND RETAIL OUTLETS  
F FORENSIC INFORMATION

→ **Tablet & Capsule Guide**

→ **Manufacturers & Suppliers**

→ **Buyers Guide**

→ **Pharmaceutical Organisations**

→ **Retail & Wholesale Outlets**

→ **Forensic Information**

Contents also include :

WHO OWNS WHOM ;  
NATIONAL HEALTH SERVICE ;  
SALARIES OF PHARMACISTS  
AND ASSISTANTS ;  
MEDICINES ACTS 1968 AND 1971 ;  
VALUE ADDED TAX ;  
N.H.S. PHARMACEUTICAL OFFICERS ;  
AND HOSPITAL PHARMACISTS .

Benn





**Ciech**

**offers the following Pharmaceutical  
Fine Chemicals produced by the  
Union of Pharmaceutical Industry  
"POLFA":**

Antibiotics  
Alkaloids  
Enzymes and Hormones  
Cardiac Glycosides  
Salicylates  
Sulphonamides and other organic  
compounds

complying with the requirements of most modern  
Pharmacopoeias.

We also recommend a wide range of "POLFA"  
pharmaceutical preparations, sera and vaccines and  
preparations for veterinary use presented as injections ;  
tablets ; coated tablets ; ointments ; syrups etc.

**Detailed information is available from our agents:**

Daltrade Limited  
181-183 Warwick Road, London W14 8PU  
Tel. 01-370 6181 Telex : 916074

Sole Exporter:

**Ciech**

Import and Export of Chemicals Ltd.,  
Pharmaceutical Products Division "CIECH-POLFA"  
Jasna 12, P.O. Box 271,  
00-950 Warszawa, Poland

# SUNGLASSES 1976

## BARTEX 1976 *polarised sunglasses*



Alfred Franks & Bartlett Co. Ltd.,  
Bartex House, 167–185, Freston Road, London W.10 6TH  
Tel: 01-960 0922/8

Model PL 14 £2.00 plus VAT

VISIT  
US AT  
HALL 3,  
STAND H340,  
INTERNATIONAL SPRING  
FAIR

International Exhibition Centre,  
Birmingham  
February  
1st to 5th



Hers P.60

His G.178

# solarite® pol-rama

## The Sun Seekers

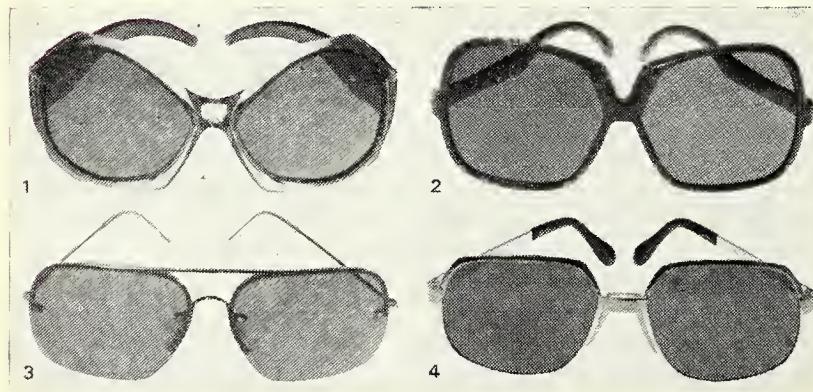


SELECTED BY  
GREAT BRITAIN'S  
OLYMPIC TEAMS  
TO INNSBRUCK &  
MONTREAL  
1976

Probably the finest range of Sunglasses in Britain comes from Solarite®/Pol-rama. A bold claim, but we specialise in fashion styling that fits the face, optical quality lenses and give a year-round after-sales service.

N.B. Solarite®/Pol-rama sunglasses are reasonably priced, meaning extra profit for you.

1. G.160 Pol-rama Polarising
2. OP.137 De Luxe Polarised
3. G.170 Pol-rama Polarising Rimless
4. CZ/12 Zeiss Umbral (Solarite), same frame for PHS/11.



New Catalogue (detailing free display material) available direct from

**LESSAR BROTHERS LIMITED, Lesbro Works, Hylton Street, BIRMINGHAM B18 6HW. Tel. 021-554 2234**

# Sunglasses 1976

## Introduction

Undoubtedly the growth area this season will be in photochromics—sunglasses with lenses that change in light transmission value according to the conditions. Encouraged by last year's sales, most suppliers have boosted this section of their collections considerably—one even goes so far as to predict that 30 per cent of the sunglasses sold in Europe over the next three years will have this type of lens. There is a move, too, to bring photochromics more into the fashion sector of the market. The British photochromic lens is Reactolite and the American Photosun; examples of both will be noted in the collections.

Other types of lens are also having a big effect on the market. The trend of the past few seasons to polarising lenses may be coming to a peak as other qualities exhibited by CR39, for example, and gradients, attract buyers. One major brand suggests that motorists may be looking favourably at the toughened glass lenses to avoid stress patterns on windscreens when seen through polarising lenses.

Several suppliers see renewed interest in plastics, following the increasing dominance of metal frames recently. Polaroid forecast an end to intricate designs and decorations for the highly fashion-conscious, but with plenty of bright textured colours—stripes, mottles, etc—for the popular fashions. Metal frames, meanwhile, are becoming thinner, with rimless and semi-rimless a noticeable feature in many collections.

All that is needed now is a summer of sunshine to match that of 1975!

## Index to suppliers

Birchware 17; Boma Products & Co 4;  
L. Braun 3; Colvisan 18; Correna  
International 4; Alfred Franks & Bartlett  
Co 4; Gay Designs 8; P. Oliver Goldsmith  
12; Independent Chemists Marketing 18;  
Jackel & Co 9; Lessar Brothers 17;  
Marby 12; Olive Sunglasses 9; Polaroid  
UK 3; Sherlock Brothers 18; SIC Plastics  
17; Solar of France 15; Supervite  
(London) 8; Titcomb Fashion Sunglasses  
15; Vestric 9; Whitecross Optical Co 12;  
Wilkinson Sword 8; Carl Zeiss  
(Oberkochen) 15

**Manufacturers' suggested retail prices quoted in the editorial section of this Supplement are inclusive of value added tax. Trade prices exclude VAT.**



## Polaroid simplify retail display

From the retailer's point of view, a major feature of the Polaroid collection in 1976 will be the introduction of pre-packed display units holding 36 pre-priced sunglasses. These units can be linked to form a larger assembly but can be ordered singly as a counter display—an alternative base is available with two or more units to make a rotating single tower floor stand.

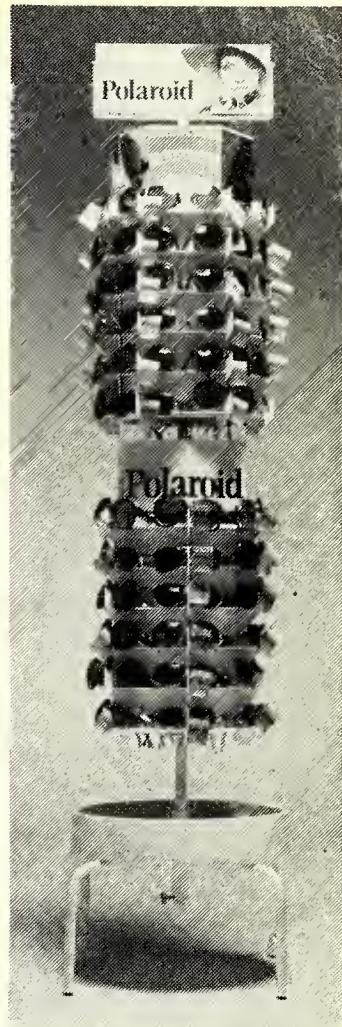
Polaroid's aim has been to make retail display and sale more simple and a further aid is the inclusion of the RRP on the pilfer-proof hangtag attached to each sunglass. Each unit is supplied loaded and the retailer has only to tear off the plastic wrapping, place the stand on its base and slot on a ready mounted display picture. Carrying cases and a back-up stock of 14 pairs complete the 50-pair packs—which comprise Polaroid's streamlined pack programme in 1976. With each pack Polaroid provide a "free gift" of a multifilter sunglass (retail value at least £12).

There are nearly 60 models in the collection, including two for children, plus clip-ons. The main collection is priced from £2·14 to £5·50 retail and the new multifilter collection (which absorbs 60 per cent of infra-red as well as ultraviolet and kills 99 per cent of reflected glare) are at £12 to £14, while a summer collection will be available from late April in the main collection price range. Lenses are in dark, medium or light tints and in grey, tan, blue and magenta. Main collection lenses are made from a lightweight seven-layer plastic laminate which is scratch and shatter resistant; Multifilter lenses have nine layers.

The advertising budget will be 41 per cent greater than in 1975, say Polaroid, with campaigns aimed at specific groups of men and women in the glossy magazines and popular weeklies for the first time. More money will be spent on television, producing more spots for a new sunglass commercial. The commercial emphasises the exclusivity of Polaroid's high fashion collection, brand identification and brand leadership. From spring to mid-summer the advertising is planned to reach 90 per cent of the total adult population.

Polaroid (UK) Ltd, Ashley Road, St Albans, Herts AL1 5PR

Above: two from the Polaroid collection 4593 (£4·50) and 4546 (£4·95). Right: Two pre-packed, pre-priced units in use



## Over eighty styles

The Solabra collection contains over 80 styles and is supplied with free display units or as separate models. The S14 comprises revolving counter stand with 13 dozen sunglasses and one dozen clip-ons retailing £0·18-£1·50 (cost £83·87). The alternative S12 comes with 12 dozen metal sunglasses retailing £1·10 to £1·50 (cost £109·29). A revolving floor-stand comes with the 23 dozen sunglasses (including polarised) and 2 dozen clip-ons of the S25 unit—retail prices £0·18-£2·25 (cost £168·38). Smaller units are also available—the P2 metal polarised has an upright vacuum-formed counter display stand (cost £38·04, with 2 dozen models retailing £2·25-£2·75), while the P1 has a framework counter stand (cost £19·14, with one dozen models retailing £2·20-£2·95).

A special vacuum-formed counter unit features the Solabra Photosun range, offered as two collections—six metal-frame models retailing at £7·45 (18 pairs plus free unit, cost £82·50) and four plastic-frame models retailing at £9·80 (12 pairs plus free unit, cost £72·60).

The full collection features "popular" models including plastic and metal frames, standard, graduated and mirror lenses, and "tween-age" styles, plus six low-price children's and four clip-ons (including flip-clips). Polarised models are also offered in a choice of plastic and metal frames.

L. Braun Ltd, 22 Cowper Street, London EC2A 4AX

# Bartex offer value for money

The Bartex collection is designed to offer value-for-money fashions, with retail prices starting at about £0·16 and rising to £2·97. The fashion collection includes seven children's styles (£0·11 to £0·19½—"prices that won't break the heart if the glasses get lost") plus 27 for adults (£0·16 to £1·62), among them gradient plastic, nickel and gilt metal frames, and eight with mirrored lenses. There are two unisex rimless styles with degradé lenses and clip-overs in two versions, each in three sizes.

The polarised collection comprises 17 styles covering the price range £1·08 to £2·97. About half are metal-framed (two rimless, in nickel gilt, at the higher price) and there are two metalised chromed styles. Separate styles for boys and girls (£0·54) are offered in assorted coloured plastic frames. The polarised clip-over (£1·30) is available in three sizes and there is a polarised flip-clip at the same price—both with case.

Bartex will also be introducing a new range of Photosun glasses in the spring at a retail price of £5·95.

Display material ranges from the presentation box for polarised sunglasses (including the customer's money-back guarantee), through display packs of 24 polarised models (£30 to the retailers), to the mirror-topped counter stands which are supplied free with assortments of either polarised or fashion sunglasses to the value of £75 to the retailer.

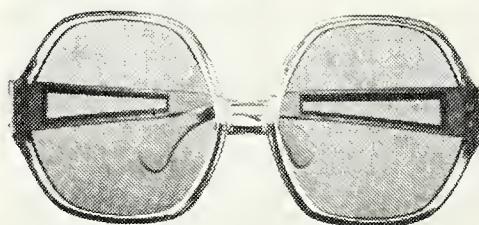
Bartex promise an extensive advertising campaign on buses and radio and in the Press in 1976.

*Alfred Franks & Bartlett Co Ltd, Bartex House, 167 Freston Road, London W10.*

## West German leaders seek big UK share

Uvex sunglasses claim to be brand leaders in West Germany and after extensive test-marketing in 1975 anticipate winning a considerable share of the UK market this year. The range carries the DIN (German industrial standard) seal and combines correct optics, ultra-violet protection and stable absorption and transmission values with fashion trends.

Uvex variomatic photochromics are in 16 styles with optically ground lenses and all metal parts rhodium plated (retail £7·67 to £15·47). Uvex "exclusive line" have distortion-free, "ultra-violet-proof" optically ground lenses and offer 34 fashion styles in two groups—lady line (£3·57 to £13·29) providing delicately-



Above: Bartex 6712, in use and solo, three shapes available (£0·55)

shaped feminine fashion, and satin line (£4·89 to £9·26) providing elegance through special lacquering effects. Uvex polarvision (16 models, £3·50 to £6·33) are particularly recommended against glare associated with water and winter sports. Expected to be popular among young people is the degradé or bicolour line in which graduated lenses match frame colour (£4·35 to £5·99). Memories of the "golden fifties" are revived by the Nostal-chic line (£2·00 to £4·72) and there is a wide selection of other tempered glass models, including metals—with 10 junior metals with graduated lenses (£1·36 to £2·08) and plastic models for younger children (£0·30). Clip-overs, sun eye cups and sunglass cases complete the range.

Display material ranges from counter unit holding 30 pairs to floor stands and children's models are available on coloured headboards. Consumer advertising is planned in women's journals during spring and summer.

*Distributors: Boma Products & Co, 28 Paris Avenue, Newcastle, Staffs ST5 2RQ.*

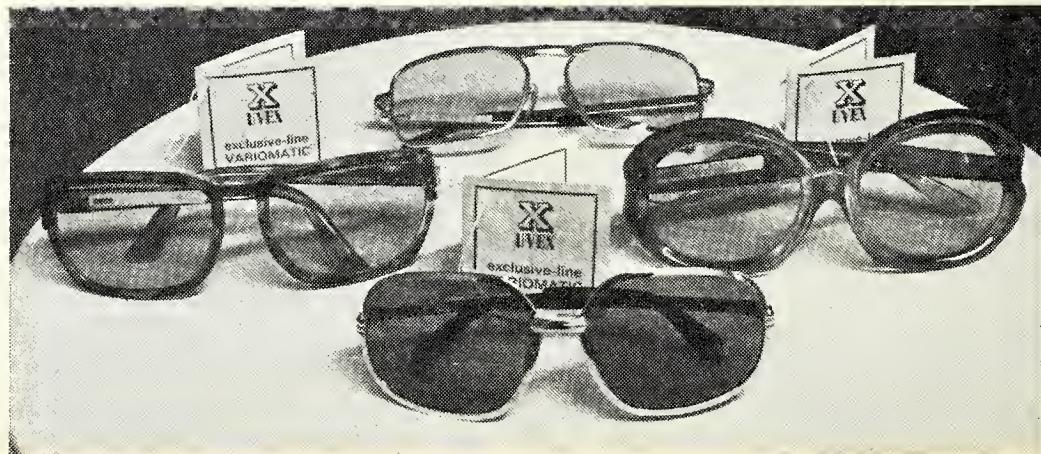
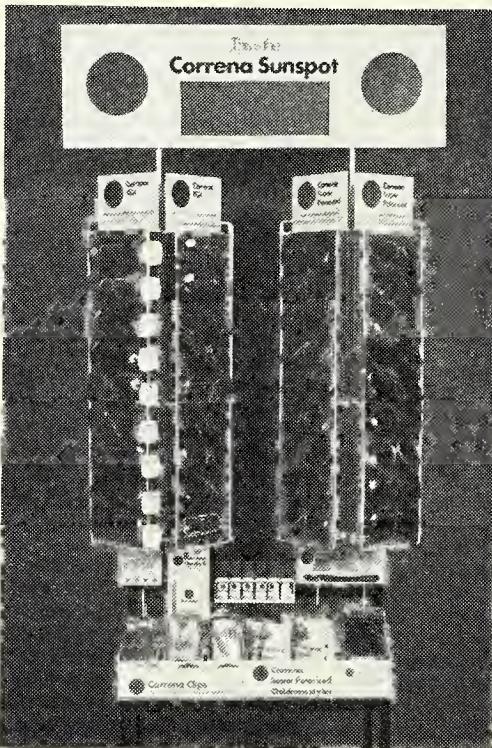
## 'Complete' range

Correna claim to have the most complete range of sunglasses in the world, with a collection offering a choice of over 300 variations (styles and colours) and a range of 163 models—69 super-polarised, 52 tempered glass, 11 CR39, eight Zeiss Umbral, 19 photomatic and four "simply tinted". In addition there are acrylic, CR39 and polarised clip-ons, polarised flip-up clip-ons, and children's polarised. Each lens type is colour-coded on tickets applied to the glasses, on the free cases, packaging, and on point of sale material.

The Correna merchandising service is being expanded in the Greater London area and in the west country in 1976. This offers the setting up of a complete display and frequent calls by the company's merchandiser to check and replace stock, clean and tidy the unit and issue an invoice for stock sold. The pattern of distribution offers full coverage in northern England, Scotland and Northern Ireland. A range of display stands is also available and there is a wide variety of prepacks providing balanced assortments of sunglasses.

An extended television and cinema campaign, with the addition of three new commercials, will make Correna the third largest spender on sunglass advertising in the UK, it is claimed.

*Correna International Ltd, 30 Station Parade, London NW2 4NX.*



Right: Four from the Uvex collection

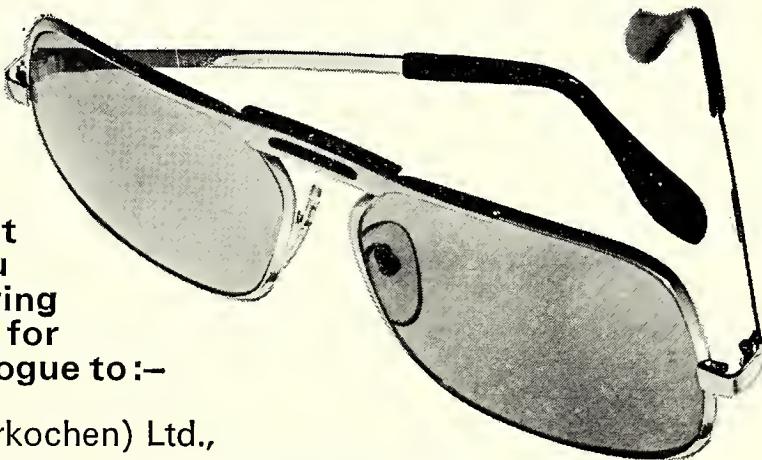
# 6 good reasons why 1976 can be another hit year with Zeiss

- 1 *There's a great NEW collection of fashionable sunglasses for 1976.*
- 2 *A greater selection of the popular metal frame styles.*
- 3 *We are introducing a new range of Clarlet (CR39) plastic lenses.*
- 4 *A new sunglass style is being introduced specially for sportsmen.*
- 5 *There will be a big new press advertising campaign in Womens, Glossies, Motor and Sports magazines.*
- 6 *There's a super new colour catalogue now out.*

**ZEISS**  
West Germany

Ensure you get  
the stocks you  
want by ordering  
now and send for  
the new catalogue to:-

Carl Zeiss (Oberkochen) Ltd.,  
31-36 Foley Street, London, W.1. Tel: 01-636 8050





If your customers don't like a certain style of Foster Grants, don't worry



our rep will exchange slow moving styles for fast moving styles.

As well as the sell or exchange scheme, Foster Grant will be running more heavyweight TV advertising.

The glasses themselves will all be pre-priced, on preloaded display stands, complete with pilfer proof tags.

Only a new Ice Age can stop you making a lot of money with Foster Grant sunglasses in 1976.

**Foster Grant.**

We've got the looks, the lens and the sales.

# Foster Grant advertise heavily to challenge the brand leader

The Foster Grant collection is to be backed by what Wilkinson Sword claim to be the heaviest national television campaign ever mounted for a sunglass brand in the UK. Their range of styles is based on established favourites and fashion predictions, while point-of-sale units are designed to stimulate impulse buying and a new colour-coded pre-pricing system is introduced to help the trade and the assistants.

Television advertising in 1975 proved so successful that it is being extended and expenditure increased by 50 per cent—to £300,000. The campaign starts at the end of April.

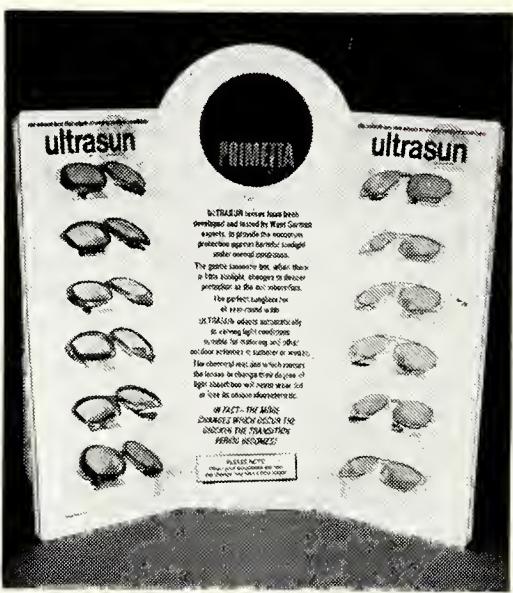
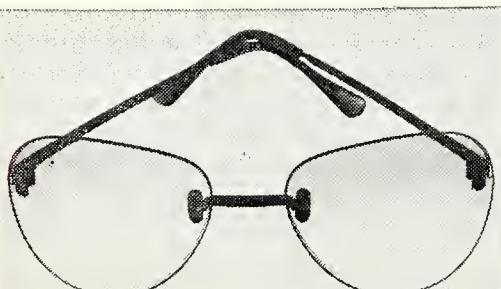
There are 45 styles, including the top 20 sellers from 1975, plus 25 new styles chosen as a result of research in consumer preferences and fashion trends both here and in the USA. They include various gradient-lens glasses which have been gaining in popularity, and semi-rimless styles.

For point of sale, last year's free-standing pillar merchandisers with vanity mirrors are retained. Units are pre-packed, and arrive ready for display loaded with 4, 7, 12 and 30 dozen pairs of sunglasses of assorted styles and prices. Special packages of back-up stock are available for each unit. New this year is a 30-dozen unit which incorporates two drawers for back-up stock in the base. To help stock control, every pair of glasses is pre-priced on a colour-coded and pilfer-proof swing ticket. A tear-off strip on this ticket allows sales to be monitored easily.

Foster Grant is said to have established itself as the no 2 polarised brand in 1975 and this year the aim is to challenge the brand leader.

*Wilkinson Sword Ltd, Sword House, Totteridge Road, High Wycombe, Bucks.*

Five Foster Grant styles for 1976  
Top row 7142 (semi-rimless £5.45)  
and 5330 (gradient lens, £3.75); bottom  
row 5372 (gradient lens £3.75), 7144  
(semi-rimless £5.45) and 4074 (gradient  
lens and frame £2.95)



"Explanatory" stand to promote the sale of Ultrasun photochromic sunglasses

## Primetta's own fortnight

Gay Designs, sole distributors of Primetta, believe the trend is towards photochromics with greater fashion appeal. For chemists and smaller accounts they have designed an illuminated stand enabling a selection of twelve Ultrasun glasses to be displayed to full advantage. Concise details of the lens characteristics are incorporated in the stand to convince customers that the glasses are suitable for all season wear, particularly driving and other activities out of doors. Colour leaflets are also provided free to generate customer interest and self-

selection from the range available.

Gay Designs also believe that customers in 1976 will not only be looking for high fashion glasses—like their new matt and shiny frames with CR39 graduated lenses—but also quality in all other types of lens. All Primetta lenses are said to be of top quality and the polarised lenses comprise nine layers against the more widely used seven.

A Primetta sunglass fortnight is planned for the middle of May, the attraction of which will be a voucher competition with holiday prizes. The competition will be open to all purchasers of Primetta sunglasses during the fortnight and details will be circulated to customers who place orders before the end of February. Distribution will continue to be closely controlled to build an exclusive franchise for chemists and other retailers. Selling prices start around £2.50 up to £12.50 for Ultrasun models.

Gay Designs also distribute exclusively the Yves Saint-Laurent range designed to be in line with the fashion merchandise of the couturier. A men's model is added this year and cost price is £7.50 for selling at £14.95. A £10 charge is made for promotional material.

*Gay Designs Ltd, 160 Vauxhall Bridge Road, London SW1V 2RA.*

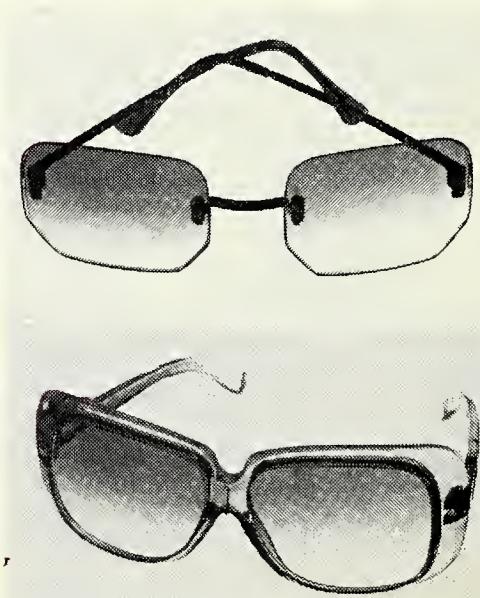
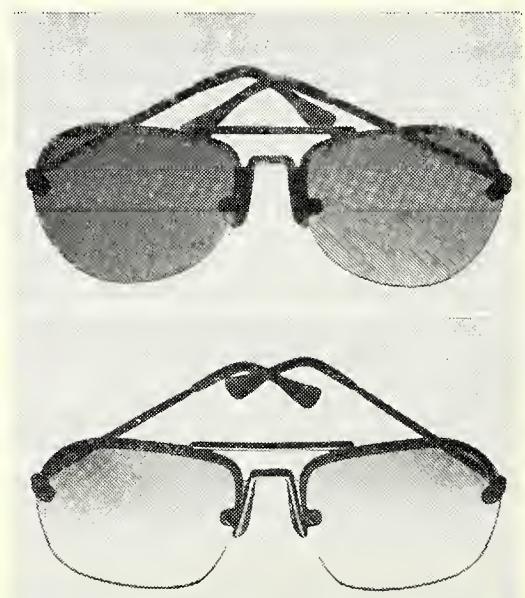
## More with Photosun

Supervite offer an enlarged range of Photosun sunglasses in metal and plastic frames, following their tremendous success last summer. The range has 17 new models, making a total in the collection of 18 metal and four plastic frames.

Also stocked is a wide selection of polarised and standard lens sunglasses, both under Supervite's own brand and imported by Whitecross and Solabra. This makes it possible to offer a considerable variety of stands and display units together with a very wide selection of individual models.

As wholesale distributors of Polaroid sunglasses, Supervite offer the full range of stands and loose stock from the complete Polaroid range.

*Supervite (London) Ltd, Unit 5, 25 Lattimore Road, St Albans, Herts AL1 3XL.*

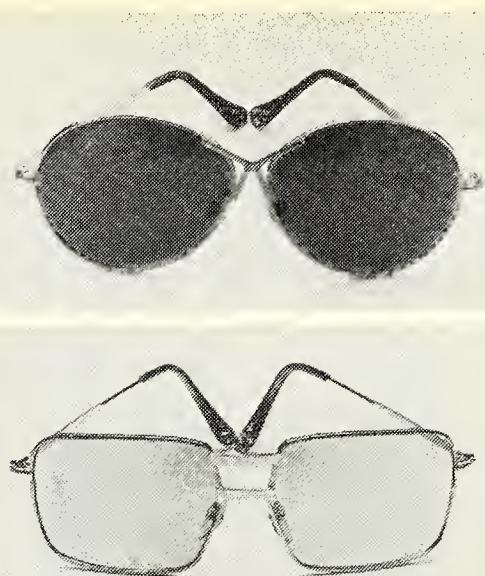


# Sunbrella add colour coding

The Sunbrella collection of 150 different styles is now colour-coded to help the customer to self-select the most suitable lens type. The code appears on large stickers on the sunglass lenses and is repeated on stand header cards and display material and in each case is accompanied by an "at-a-glance" description of the lens properties—for example, "Lightweight lens: light, comfortable, recommended for motorists" or "CR39 lens: scratchproof, lightweight, optically superior." Other lens categories are polarised and impact-resistant together with photochange.

The main collection offers a choice of over 80 metal frame and nearly 40 plastic frame styles, covering the full range of lens types. "Named" sunglasses by Emerson Fittipaldi and Jackie Stewart in the motor racing field are joined this year by Kojak Shades (£2.95 retail), a distinctively designed range with metal frames in two styles and a choice of two lens types. Jackel say that Kojak Shades will be the most heavily promoted single sunglass in the UK with radio advertising on 15 stations: Bradford, Edinburgh, Swansea, Liverpool, Newcastle, London, Glasgow, Manchester, Sheffield, Ipswich, Nottingham, Birmingham, Portsmouth, Plymouth, and Teeside—using a 30-second commercial three times a day, May 8 to July 10.

For the young television viewer, there are two new metal-frame Kid Kojak's



By Sunbrella: Above, Sun Olympics (£3.00) and Sun King (£1.95); right "his" Sun-spot (£2.95, mirrored) and "hers" Tina (£6.95 'photochange' lenses)



(£1.25) with degradé plastic lenses in brown or grey. Also for children, Sunbrella have three ranges of sunglasses in unbreakable nylon, plastic polarising, crystal and metal frames at £0.35—£1.25.

Kojak and similar ranges come with special display units, but among other material is a new space-saving "stick" designed to hold a maximum of 12 pairs of sunglasses and takes up only 5x6in of counter space. One stick stand is given free (complete with appropriate reversible header card) with £50-worth of either metal framed impact resistant, metal framed polarising or style 'N' fashion sunglasses.

There is also a new compact three-tier, 120-pair swivel floor stand, which can be broken down into either a two-tier floor stand or single tier counter swivel stand. *Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland.*

## Olive add to the best of 1975

For 1976, Olive have added to most of their ranges and retained "the best of '75". There is a recommended retail price range of between £0.25 for children's sunglasses and £19.95 for a new-

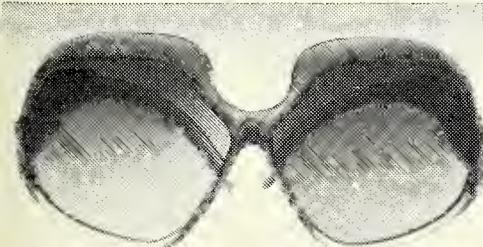
comer to the photochromic range. Popularly-priced universal styles with shatterproof lenses start at £0.60 and include sunglasses with graduated lenses in fashion styles at £0.75.

The polarised lens range starts at £1.65 and includes two new styles featuring graduated polarised lenses in high fashion frames and colours. There is a new universal style in the Zeiss range at £13.50 with chrome-plated metal frame.

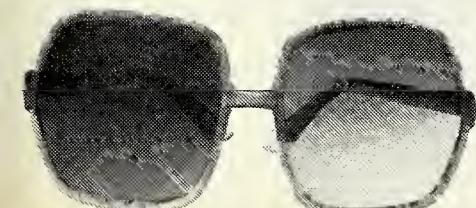
The Reactolite photochromic range boasts three new models—a plastic-framed universal style at £9.75 said to show a marked improvement in quality and value over last year's model, and a universally styled chrome-plated metal frame is available at £13.50. But the best "value for money" buy among higher-prices sunglasses is a new photochromic sunglass with German nickel silver gold-plated frame at £19.95.

Both the Zeiss and photochromic ranges come complete with spectacle cases and presentation boxes.

*Royal Sovereign Group Ltd, Olive sun-glass & toiletries division, Britannia House, 100 Drayton Park, London N5.*



Olive gradients: Above model 602, below model 603 (£3.75)



## Chemist only

Two package deals are being offered by Vestric for the chemist-only Verbania polarised sunglasses from Italy.

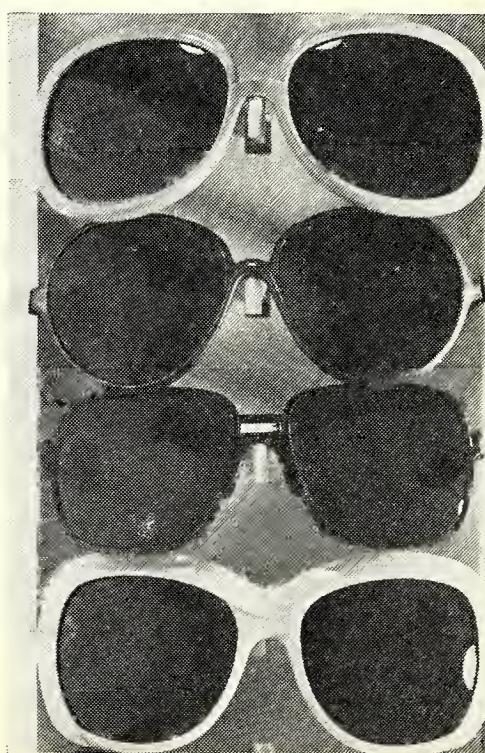
The "double star" package offers 48 pairs selected from 29 different styles. Twenty-one of the styles are being offered at last year's prices, the remaining eight being new models designed by Verbania.

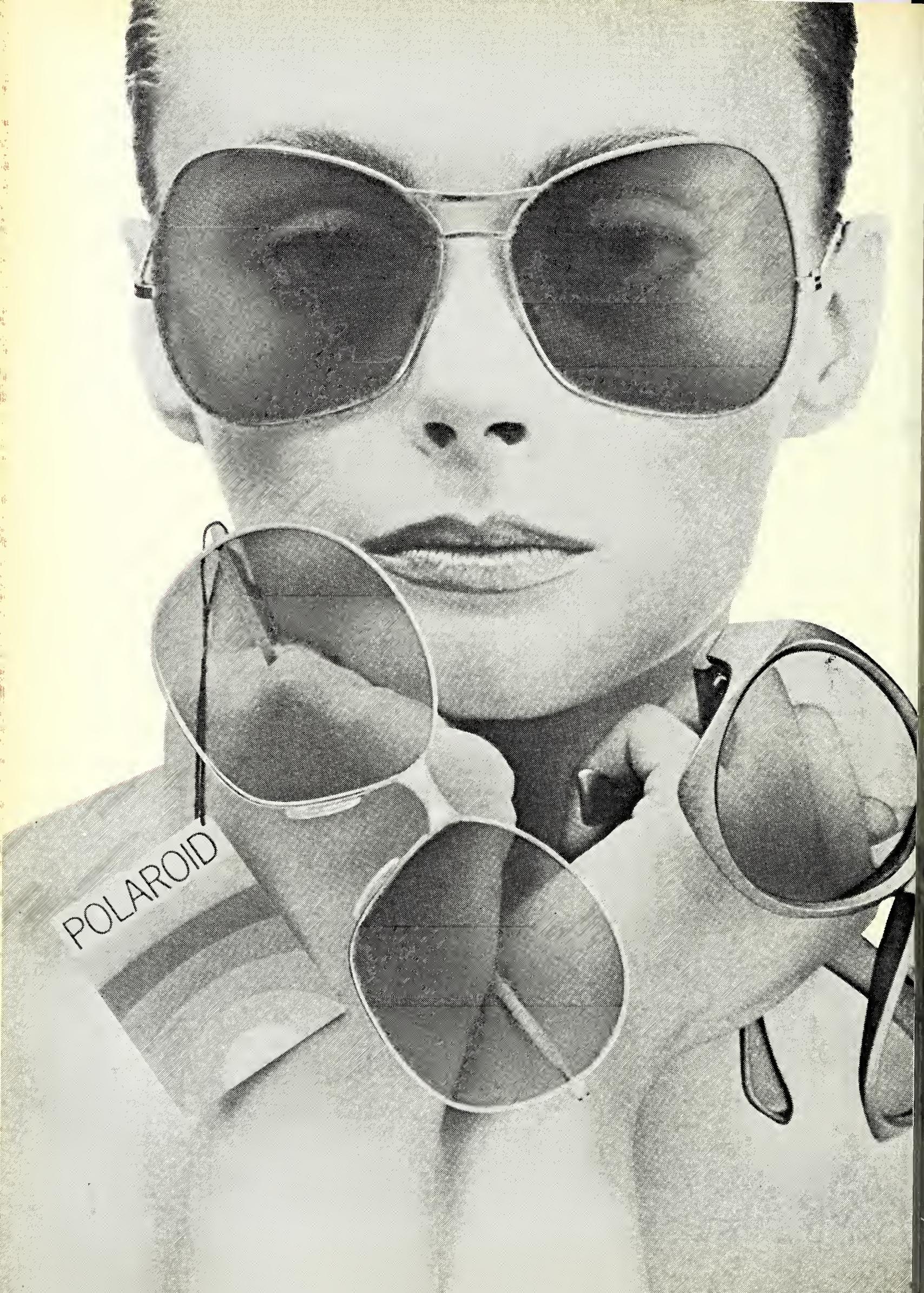
The "star" package is a repeat of the popular MU75 deal—48 pairs from 29 different styles, all at 1975 prices. The Verbania display stand, which holds 24 pairs of glasses, is included and retail value is £140.35.

The new styles include sturdy models with blue or bronze frames and black side pieces and others with frames in softer pastel colours. Three new models feature lightweight metal frames, and described as "the Rolls Royce of the range" is a classically-shaped hand-made model in Alpacca metal.

*Vestric Ltd, Runcorn Cheshire*

Four of the new Verbania styles





POLAROID

# The beautiful eyes of Polaroid.

## *Beauty will be our story this year.*

We went to 4 continents to find the dramatic styles that went into the 1976 Polaroid Sunglass collection. And from top designers around the world, we chose shapes, colours, textures—over 100 in all—for every taste and every price.

Squares, ovals, rounds, high fashion originals, the 'beautiful eyes of Polaroid' give you every trend that fashion takes. And your customers will find them in the latest Polaroid display, because the newest styles from Polaroid attract attention just by being in your shop.

## *Quality is our story every year:*

Polaroid introduced the 7-layer sunglass lens many years ago. This construction is the only way that our sunglasses can provide all of the qualities we believe your customers should get.

Two cushioning layers for shatter resistance.

Two special coating layers for scratch resistance.

Plus two layers that intercept up to 96% of ultra-violet rays.

And one more layer that acts as a polarizing filter that can eliminate up to 99% of reflected glare.

Polaroid lenses are also curved to match the viewing field of the human eye to minimize distortion, giving clearer vision and greater eye comfort.

Quality is very important to us.

We know that sunglasses won't sell on their looks alone.

## *And killing glare is still behind every story.*

The polarizing sunglass lens was developed by Polaroid.

Conventional sunglasses merely use dark colours to offset the glare that bounces into your eyes off surfaces like sand and water. But this only darkens

the glare. It is still difficult to see.

Polaroid sunglasses' polarizing filter can eliminate up to 99% of reflected glare. So the most beautiful part of the 'beautiful eyes of Polaroid' is the ability to see.

## *You'll see us everywhere you look.*

Turn on your television set. You'll find 'The beautiful eyes of Polaroid'.

Open many of the major magazines. We'll be there.

Beautiful girls, handsome men, your customers will be seeing them through the summer in our beautiful ads this year. And one of the world's top fashion photographers provided every picture in our full-colour magazine campaign.

And there's a whole new merchandising programme too—new display stands, outstanding point of sale materials, posters, and exciting promotions.

## *Your distributor has the new pre-pack story.*

Contact your distributor for details of our new display stands. They come to you ready-loaded and pre-priced (excluding the Republic of Ireland), with a representative selection of our 1976 collection. That means they take the trouble out of ordering—and the time out of merchandising. What's more, each 50 unit pack comes with a free pair of Multi-Filter Sunglasses—worth at least £12.00 at retail.

It's all on the way, and all with just one thought in mind. To see hundreds of beautiful customers coming out of your shop this summer with 'The beautiful eyes of Polaroid'.

## **Polaroid Sunglasses**

*Nobody knows the sun better than Polaroid.*

# Four 'unisex' styles in Whitecross photochromics

Following last year's successful introduction into their range of photochromic sunglasses, Whitecross offer four distinctive "unisex" models, with a choice of nickel silver, gilt and black metal frames. The price is unchanged (£7.45 retail) individually boxed with a plastic case and explanatory leaflet. A counter display stand is supplied free with every dozen.

There are twelve polarised styles with plastic and metal frames, plus a novelty "rimless" model, and two styles of flip-up-type clip-overs (£1.62 to £3.13 retail). They are available either as individual lines, or in assortments of six dozen (Imperial stand of 12 styles, cost to retailer £115.60), of three dozen (Paramount stand of seven styles of metal frames, cost £62.10), or in the Regal box which holds twelve polarised sunglasses, each a different style (cost £19.26).

In the non-polarised range there is a wide choice of styles (retail £0.09 to £2.10) available as individual lines or in display assortments. There are five styles of children's sunglasses and 19 styles for ladies or men, offering a choice

of models with plastic or gilt and nickel metal frames, as well as a "rimless" model with gradient lenses. Three styles of clip-overs complete the range, each available in three sizes.

The Sun-deal floor unit comes with a range of 22 styles, one dozen polarised and 14½ dozen non-polarised and one dozen clip-overs (cost £125). The Cavalcade counter display unit (cost £62.56) comprises 14 styles: one dozen popularly-priced polarised and nine dozen non-polarised plus one dozen clip-overs. Mayfair and Ritz boxes contain 36 assorted ladies' and men's sunglasses respectively (£0.43 to £0.70; cost £12.40). An illustrated brochure showing the complete range and picturing all assortments available on request.

*Whitecross Optical Co, Frederick Works, Rochester Place, Camden Road, London NW1 9JR.*



*Marby P&R 12001 metal (from £2.27)  
and 88862 PP shell (£3.50)*

polarised clip-ons and are also maintaining their nightdriving glasses. All sunglasses are available with new counter and floor stands.

*Marby Ltd, Unit 5, 49a Oxford Road, London N4 3EY.*

## Goldsmith's Luxury choice

Oliver Goldsmith will be offering several exciting new collections for 1976. The "popular 12:50 collection" offers 26 designs in an assortment of frame colours and matching CR39 lens colours. (£12.50 retail including case). The "new luxury" collection comprises 24 designs, each in a choice of six frame colours with matching lenses—the customer may choose any one of 22 lenses fitted into the design and colour of their choice. Photosun lenses are also fitted to nearly all of the "luxury" models. Both collections are British-made.

Oliver Goldsmith have been appointed sole distributors for the new Piz Buin collection and for 1976 are offering five models in high fashion designs and colours with matching CR39 graduated lenses (£8.50 retail including case). They are also London distributor for Ray-ban sunglasses.

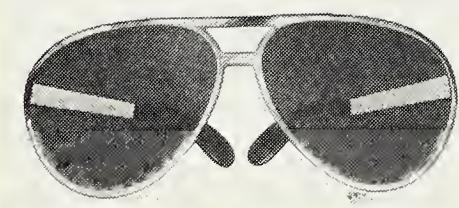
*P. Oliver Goldsmith Ltd, 18 Station Close, Potters Bar, Herts EN6 1TS.*



*Above gradient £0.85, below £0.75*



*Above metal £6.90, below £2.70*



## Extension of P & R range

Marby's P&R range has been extended into the Photosun market with eight new models, four with plastic frames and four with metal frames (retail prices £7.45 and £8.58), all individually cased. Among new models in the polarised range are some in the latest "matt" finish and also highly polished frames. In metal frames, polarised models include new designs in black and navy blue, again said to be the latest in design and fashion. All polarised models are in plastic gusset cases.

Another is a much increased selection of gradient lens sunglasses in metal and plastic. Several new models with heat-tempered safety lenses dominate this section and in addition there are four mirror-lens glasses, one with a plastic frame and three with metal frames, one of which has blue mirror lenses.

To the children's range are added a slightly larger glass for the 7-10-year-olds in six different designs (£0.26 retail) and a teenage glass for 10-13-year-olds in two styles one for boys and one for girls (£0.40 retail). Marby also have their usual range of polarised and non-

*Goldsmith's Piz Buin (below) and Exeter (from £16.95, right)*





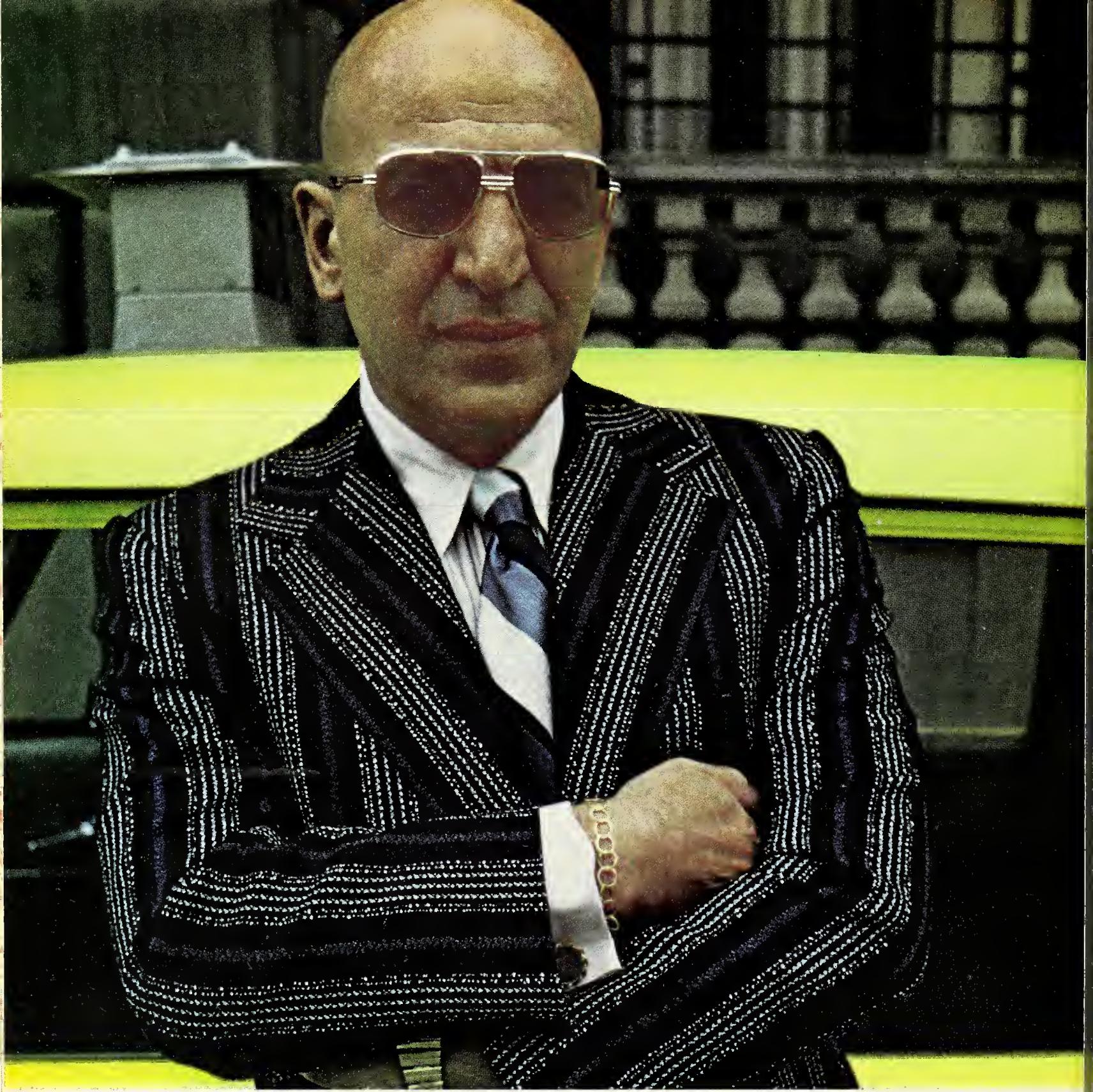
**B**  
LUNETTES  
**BALENCIAGA**  
PARIS

One style from the 1976 collection.  
For more details contact:-

**COLVINSAN LIMITED**

Sole concessionnaires for  
**BALENCIAGA LUNETTES PARIS**

Africa House  
Kingsway, London WC2B 6BD  
Tel:- 01-242 7281 & 01-242 5182  
Telex:- 267234 Ref. 5354 L



## "Kojak sunglasses. They're the only ones with me behind them."

Why stock up with just anyone's sunglasses when, thanks to Sunbrella, you can stock up with Kojak's?

After all, who else's sunglasses get a 50 minute V commercial on BBC each week?

And who else's sunglasses will be seen on Telly and the press?

With Kojak behind them, and a big radio campaign in front of them, Kojak sunglasses will be selling like lollipops next summer.

You'd better believe it, baby.



Kojak sunglasses, by Sunbrella.

# Europe's largest collection'

With a collection of 300 models, Solar of France claim to have the largest and most comprehensive range of sunglasses in Europe. This year they are introducing fashion photochromic models at "mass market" prices said to be 60 per cent of normal because of improved production techniques—some 17 models (including a junior) retailing £7.95 to £13.85.

Other lenses in the range comprise acrylic, glass, heat-treated glass, CR39 and polarised. Mass-market-price fashions are provided by Solar's "drugstore" range of pin-hinged glasses at from £1.35 with acrylic lenses, up to £2.40 for polarised. Rive Gauche, Boutique, Mannequin and Haute Couture range have impact resistant glass lenses and sell at £4.50 to £6.95, the latter including the most up-to-the-minute styles. Metal-frame models start at £3.60 for injection-moulded types and range up to £9 for hand-made wire frames.

Solar are also claiming to have introduced for the first time in the UK matching sunglasses for mother and daughter or father and son and offering a combination of high quality lenses and fashion frames. Pin-hinged acrylic frames with polarised lenses sell at £1.50 and there are metal-frames available for boys—a teenage version at about £3.60.

Solar offer a wide range of display material to match the impulse nature of sunglass sales—counter, free-standing, wall-mounted and illuminated stands are all available free to stockists.

In addition, Solar manufacture and market a collection of 13 models designed by Nina Ricci, with prices from £17 to over £60.

*Solar of France Ltd, 154 Queens Road, Buckhurst Hill, Essex*



Zeiss Michael (from £11.90)

## A Zeiss special for sportsmen

The Zeiss (Oberkochen) collection comprises 34 models, several of which come in different colours. Twenty-seven are entirely new designs for 1976. Metal frames, both yellow and white, provide a selection of 17 models including two clipovers. One of the most interesting designs is Sportsman, a brown mottled semi-library with additional metal curl-sides which can be drawn out of the plastic sides for greater security in particularly active sports (£16.50 retail with Clarlet lenses, £18.90 with Umbral and £23.50 with Umbramatic).

All models (except clipovers) are available with Umbral lenses in either 65 per cent or 85 per cent absorption, Umbramatic photochromic lenses, or the new CR39 Clarlet lightweight plastic lenses with a tint similar to Umbral and also coming with either 35 per cent or 65 per cent absorption.

The clipovers comprise a rimless model with Clarlet lenses (£5.90) and a

rolled-gold rimmed model with either Umbral (£8.50) or Umbramatic (£13.90) lenses. All the models come complete with plastic case.

*Carl Zeiss (Oberkochen) Ltd, 31 Foley Street, London W1P 8AP*

## Fashions from Titcomb

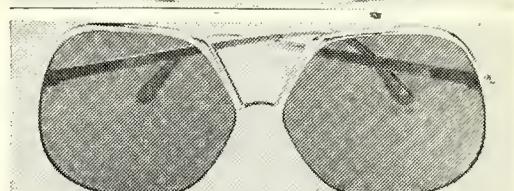
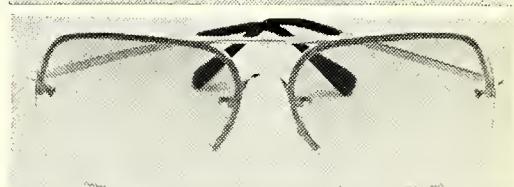
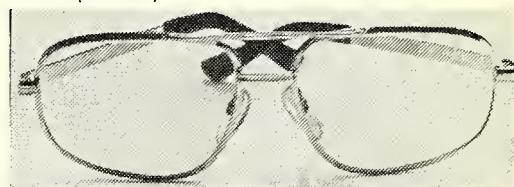
Titcomb are specialist sunglass direct importers with a policy of efficient service and distribution straight to the retailer placing emphasis on careful fashion selection from world markets and basic value.

Selling aids are part of the service for all sections of the price list, the comprehensive contents of which include photochromic, polarised, Zeiss, Neophan, CR39 and mirror-lensed models. A general section including plastic and metal models of many types together with good value children's styles is also featured.

Titcomb Fashion Sunglasses expect that the rapidly expanding demand for photochromic sunglasses during last summer will reach a peak in 1976, consequently ten photochromic models are listed, all at "economy" prices. Illustrated price lists available on request.

*Titcomb Fashion Sunglasses 24 Hurn Road, Christchurch, Dorset BH23 2RN.*

*Below: Titcomb 0832 photochromic (£5.00 trade), 9788 (£1.95) and 9774 (£1.50)*



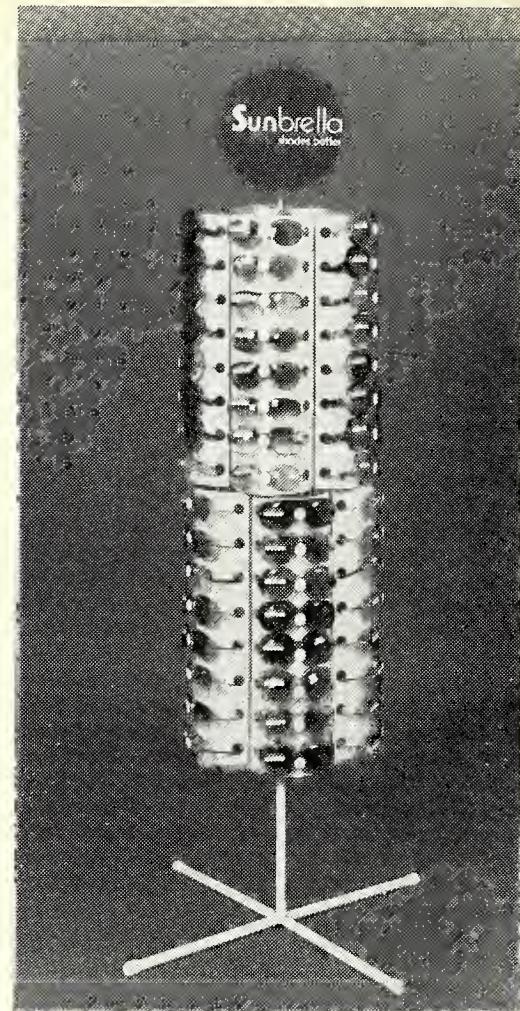
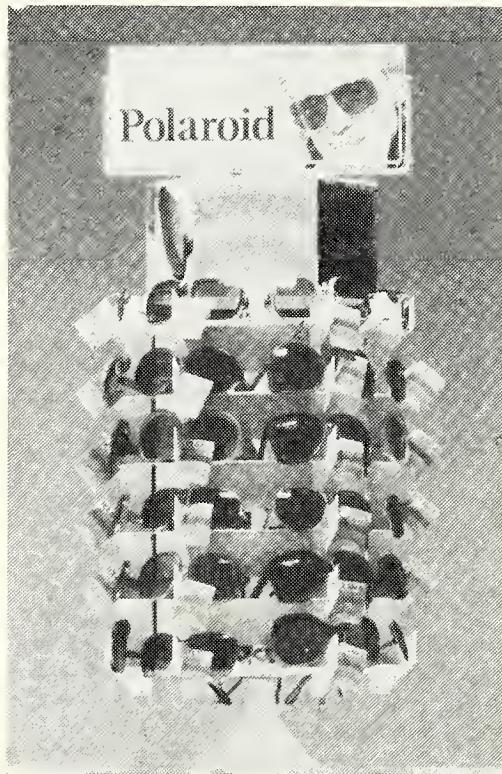
*Below: Solar's Gatsby and 512 (each £5.70) and metal La Plume (from £5.50). Right: Zeiss Christine (from £13.90) and Aeronaut (from £22.90)*



# Sunglass 'salesmen'



Above: One of the attractive posters available with Balenciaga sectional display stands (see p18)  
Right: Polaroid counter unit (see p3)



Sunbrella Sun 80 stand from Jackel & Co (see p9)

## L. BRAUN LTD.

22-24 COWPER STREET, LONDON, E.C.2

TELEPHONE: 01-253 3583

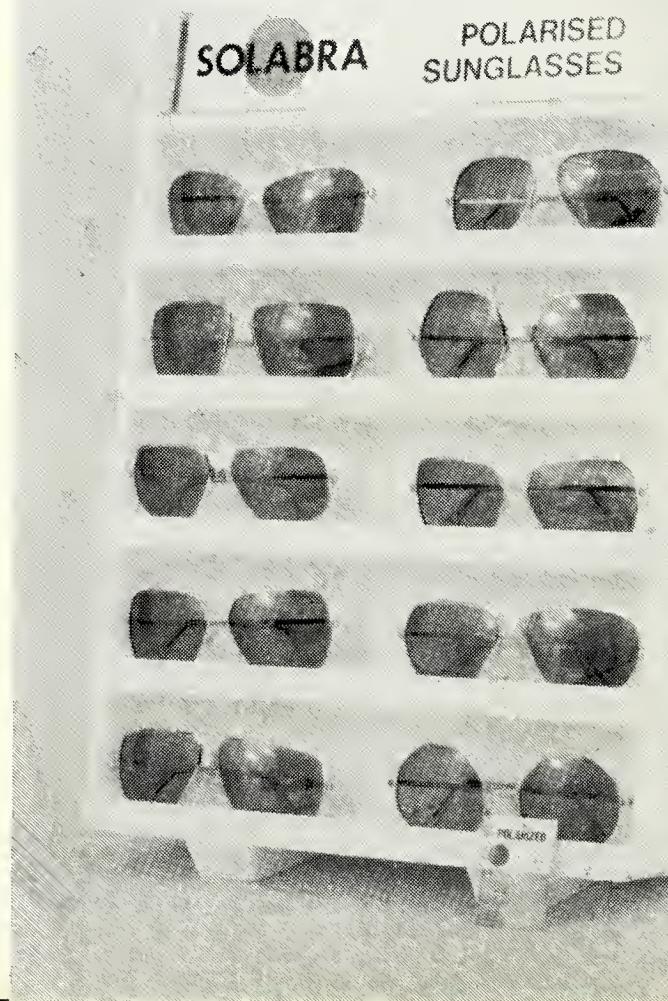
*Present their 1976 range of*

**SOLABRA**  
**FASHION SUNGLASSES**  
**INCLUDING**  
**POLARISED and**  
**PHOTOSUN LENSES**

*Ask your wholesaler for details and brochure*

**L. BRAUN LTD.**

22-24 COWPER STREET, LONDON, E.C.2



# Olympic teams wear Solarite

The British Olympic Games teams will be wearing Lesbro-Solarite sunglasses—at Innsbruck in February they will use 1.1mm multi-layer polarised lenses from Lesbro's optically preferred (OP) range, and in Montreal in the summer Umbratint, CR39. Each sunglass will be supplied with a case bearing the British Olympic team motif.

Lessar Brothers forecast that the 1976 fashion emphasis will be on fine weight (thin rimmed) frames for women, in delicate pastel blends and soft mottles. Fine weights will also appeal in unusual opaque shades, such as bottle, chocolate and burgundy. Nostalgia is evident as the "rounds" of 1968 reappear—but this time in fine outlines; chunkiness is disappearing and frosty satin finishes will go with them. The forecast also says that pale lenses will be popular, as will strongly contrasted Gradutints—which look "delightful" in slim-rim aviator frames. Metal frames remain highly popular for men, again in aviator and classic

Solarite OP 131



'Newsprint' styles by Solarite

shapes, mostly gold and silver but with some black in evidence.

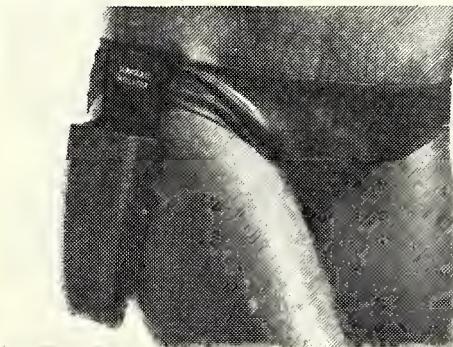
These fashion themes run through the range of 18 Solarite models, 35 polarised (including 11 OP high-grade polarised); 14 precision-moulded optically correct CR39, 18 Solamatic photochromics, and 10 Solarite Zeiss Umbrals with 75 per cent absorption lenses. The ranges also include 11 clip-overs which come complete with a Selecta Clip board.

Display aids include illuminated stands, a unit with a spectacle outline for Solamatics and the popular pilfer-proof transparent cabinet to hold 16 of the costlier sunglasses. Most sunglasses come complete with case and another novelty is the sunglass holster—a case which fits on the belt or bikini. The Solamatic display card (for 14 pieces) is described as a compelling aid to a one-price deal.

Average retail prices are: Solarite £1.25 to £3.65; Pol-rama/OP £1.75 to £4.25; Solarite CR39 £2.90 to £7.00; Solamatics £6.50 to £12.95 and Solarite Zeiss £6.90 to £14.00.

*Lessar Brothers Ltd, Lesbro Works, Hylton Street, Birmingham B18 6HW.*

The novel sunglass "holster"



## Samco major on polarised

Samco's collection comprises over 50 models of which the majority are with polarising lenses. There are 30 polarised styles, offering gilt and chrome in the metals, with colours and demis in the acetate frames. Prices are from £3.50 to £5.90. In addition there are three children's polarised styles (£1.05), two pre-teens (£2.15) and four clip-ons (£2.15). Lenses are in smoke or brown. Metal and acetate models also feature in the non-polarised collection (£2.15 and £3.20), which again includes a children's assortment.

Selections are available in a "pack plan", with some of which there comes a free counter or floor display stand. *SIC Plastics Ltd, Redhouse Road, Croydon CR0 3AQ, Surrey.*

## British manufacturer's Export styles

Birchware, Britain's largest manufacturer of sunglasses, are offering for export a new Concorde range of sunglasses featuring many styles with the extra-thin toughened Reactolite photochromic glass developed with the aid of the parent company, Pilkington Bros Ltd. Other styles with the same lenses are being made for distribution in the UK under well-known sunglass brand names. The lenses are said to have a degree of toughening far exceeding the usual standard for lenses of the same thickness and far in excess of the minimum requirement laid down by the United States FDA regulations for sunglass lenses.

*Birchware Ltd, North Farm Estate, Royal Tunbridge Wells, Kent.*

One of the Concorde range



## PIZ BUIN SUNGLASSES

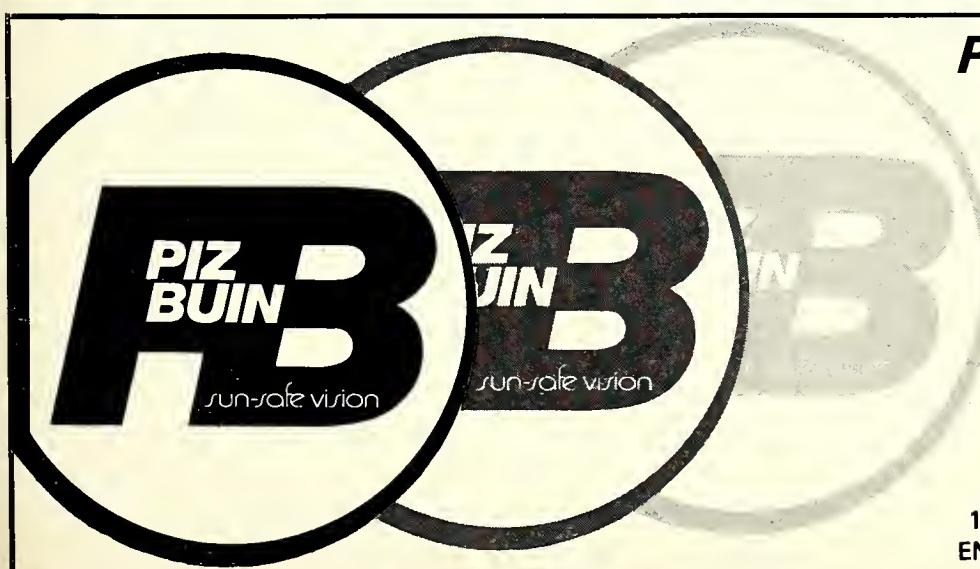
sun-safe vision

If you stock **PIZ BUIN** Sun Tan Creams then **PIZ BUIN SUNGLASSES** are a MUST for you. Maximise your profit in 1976 with exclusive **PIZ BUIN SUNGLASSES** for sun-safe vision. For brochure and information without obligation contact:



EXCLUSIVE U.K. DISTRIBUTOR  
**OLIVER GOLDSMITH**

P. OLIVER GOLDSMITH LTD.  
18, STATION CLOSE, POTTERS BAR, HERTS.  
EN6 1TS TELEPHONE POTTERS BAR 43335



# Balenciaga: femininity, elegance

Balenciaga sunglasses are a high fashion range with four designs in a number of different colour combinations. Each sunglasses has the unique feature of the Balenciaga motif enhancing the side; lenses are shaded and tinted to match the frames and are of non-scratch orga (described as the French equivalent of CR39). Each pair is supplied with an attractive velour case.

The range has been designed with femininity and elegance in mind, with colouring to enable the wearer to co-ordinate her ensemble for day or evening wear. Balenciaga have this year introduced a men's range, designed in one style and in four colours.

Dealer price (£9) includes a free illuminated display stand or a sectional display unit with an attractive poster, together with sophisticated advertising material; the pieces should retail at approximately £18.

*Colvisan Ltd, Africa House, Kingsway, London WC2B 6BD.*



Nu-look fashion at £2.71

## NPU exclusive

The National Pharmaceutical Union's Nu-look collection comprises 26 models—seven high fashion, six gold or silver coloured metal, two aluminium, three clip-ons and one flip-clip, three graduated lens, two photochromic and two "economy" (£1.49). All are with polarising lenses except graduated, which have CR39 scratch-resistant plastic, and the photochromic, which are in Chance-Pilkington Reactolite—the latter are expected to be "hot favourites" this year at £6.18 and £8.57 according to style. All except graduated and economy available as individual sunglasses or in pre-packs of 25 pairs—introductory, high fashion, metals or clips.

*Independent Chemists Marketing Ltd, 321 Chase Road, London N14 6JN.*

## Following up a sell-out

Sherlock's 1976 MOT collection comprises some 150 styles, covering Photosun, mirrored, standard and polarising lenses, metal and plastic frames, clip-ons and flip-clips. Trade prices are from £0.28 to £4.80.

Following a "sell out" of the six Photosun models introduced last season, Sherlock have included 18 such sunglasses this year—three of these from 1975 in response to demand. The "most exclusive" line in the collection is said to be a gold-plated clip-on with 52mm Photosun lenses which, because of the slide fitting on the bridge, can be adapted to a large number of spectacle frames.

Sherlock have noted a demand for black metal frames and have five models with this alternative to gold and silver. Advance orders show the aviator style continuing to be consistent seller while two blue-tinted ladies' frames are being particularly chosen by dealers from among the Photosun styles. Also selling well are the mirrored-lens models (out-of-stock by June in 1975) and two-thirds of Sherlock's 50 per cent higher order is already committed. A free counter stand is available with orders of £70 value (trade price excluding VAT) and a floor stand with £140 orders.

*Sherlock Bros, 355 City Road, London EC1V 1LU.*

## Sunglasses for 1976

*Direct from Importer to Retailer*

Improve your profit margin

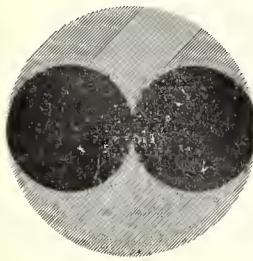
*Offer your customers  
top value for money*

A fully illustrated brochure of our comprehensive range will prove our point.

*write or phone:-*

**TITCOMB  
FASHION  
SUNGLASSES**

24 Hurn Road,  
CHRISTCHURCH, DORSET, BH23 2RN  
Tel: Christchurch 3252  
(S.T.D. 020 15 3252)



Mr  
**E EXPORT  
DATA**  
OFFERS YOU

comprehensive information on the complex business of exporting to every world market, including countries, cities, languages, currencies, banks, embassies, commercial representatives, airports, seaports, airline cargo booking offices, container and unit load services, documentation and licensing details, import regulations, financing exports, trade marks, weights, measures, abbreviations, voltages, postal charges, money orders, cables, telephones, climate, holidays, EEC PREFERENCE regulations, ATA, BOTB, CAN, ECGB, THE, VAT information, plus monthly up-dating service.

700 pages 210 x 143 mm £10.00

Benn Brothers Limited 125 High Street Colliers Wood London SW19 2JN  
Tel: 01-542 8575

# Discover Trend '76

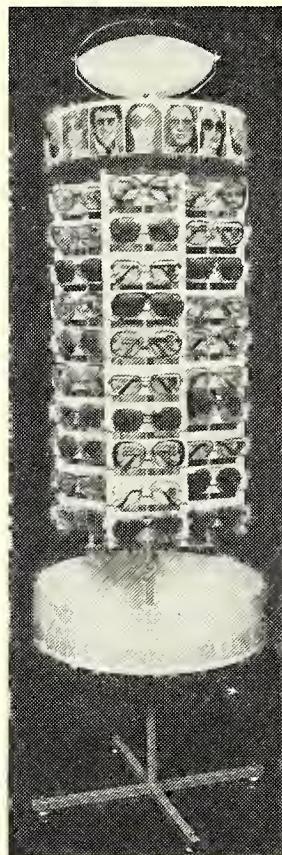
— the brand leaders from West Germany

Sunglass  
Fashions from  
**UVEX**

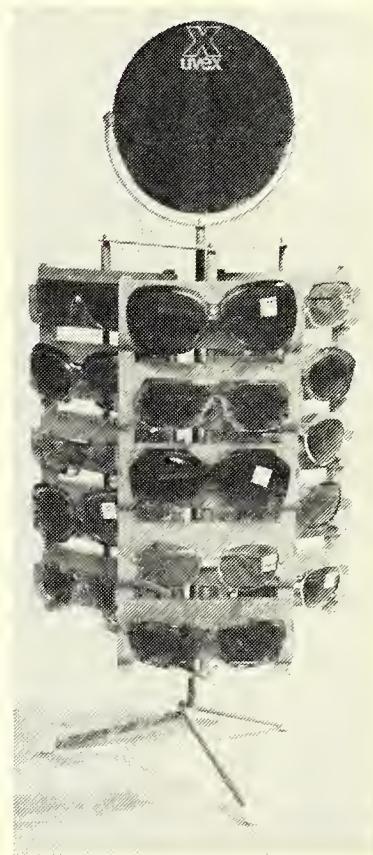
Join us on a journey through UVEX fashion land '76:-



*Junior range of 16  
models on display card*



*Floor Stand holding  
80 Assorted models*



*Counter Stand holding  
30 Assorted models*

**VARIOMATIC LINE:** The eye protection for those who demand the best. Colour of the lenses changes with the intensity of sunlight. Lenses are optically ground, distortion free and ultra-violet proof.

**POLAVISION LINE:** Styles represent fashions from UVEX for today's people.

**LADY LINE:** Definitely in the best of taste, with a classic touch of delicately shaped frames.

**SATIN LINE:** The new lacquering effect, for the fashion conscious woman.

**NOSTAL-CHIC LINE:** Revival of sunglass fashions from the GOLDEN FIFTIES.

**BI-COLOUR LINE:** Will run big during the coming season. Graduated lenses combined with unconventional frames.

**THE UVEX "TREND COLLECTION '76" is definitely a fashion leader — TO HELP MAKE YOUR '76 SELLING SEASON MORE SUCCESSFUL.**

FOR FULL DETAILS COMPLETE AND POST THIS COUPON TODAY

Please send me details of the UVEX range of sunglasses and display systems.

Name.....

Address.....

*Sole UK Distributors*

**BOMA PRODUCTS & CO., 28 Paris Avenue, Newcastle, Staffs. ST5 2RQ.**

**Tel: 0782-617797**



for  
1976  
choose

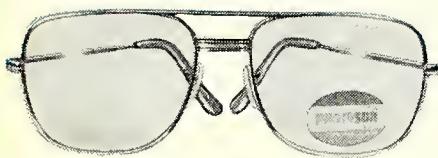
# Whitecross

Sunglasses with  
Standard, Polarised  
and Photochromic  
Lenses

Metal Frame

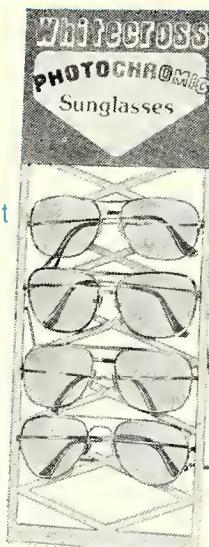
## PHOTOCHROMIC

Sunglasses with ground and polished PHOTO-SUN and PHOTO-BROWN Glass Lenses which react and automatically adjust to the intensity of ultra-violet light.



Four styles suitable for men and ladies available

No. 5145  
No. 5146 (illustrated) No. 5144 No. 5147



Each style available in NICKEL with PHOTO-SUN Lenses, and in GILT or MATT BLACK with PHOTO-BROWN Lenses.

The suggested retail price to the public is £6.90 each plus VAT—individually boxed with a plastic padded and lined SUNGLASS CASE.

This attractive counter Display Stand is supplied FREE with every dozen PHOTOCHROMIC Sunglasses

## The Whitecross 'IMPERIAL'

This gilt-backed revolving Counter Display Stand with mirror is supplied FREE with a range of :

- 6 dozen assorted POLARISED Sunglasses

Cost of complete unit to retailer £115.60 (+ VAT)

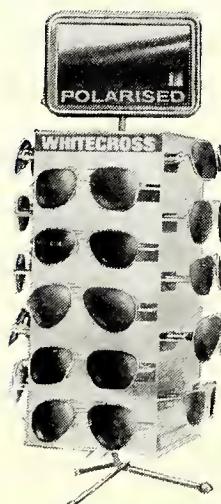


## The Whitecross 'PARAMOUNT'

This gilt-backed revolving Counter Display Stand with mirror is supplied FREE with a selection of :

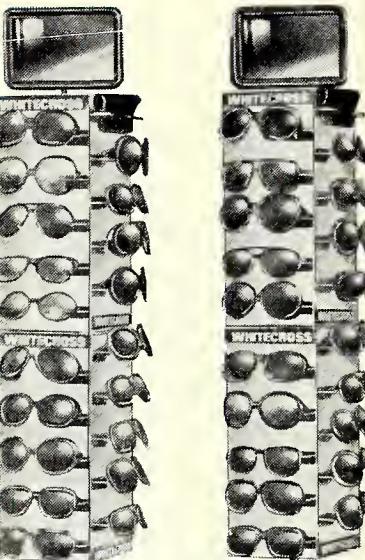
- 3 dozen assorted Metal Frame Sunglasses with POLARISED Lenses

Cost of complete unit to retailer £62.10 (+ VAT)



ALL OUR  
SUNGASSES ARE  
AVAILABLE AS  
INDIVIDUAL LINES

Ask for our illustrated brochure which shows the complete WHITECROSS range and various assortments of POLARISED and NON-POLARISED Sunglasses and Clip-overs, and our PHOTOCHROMIC models.

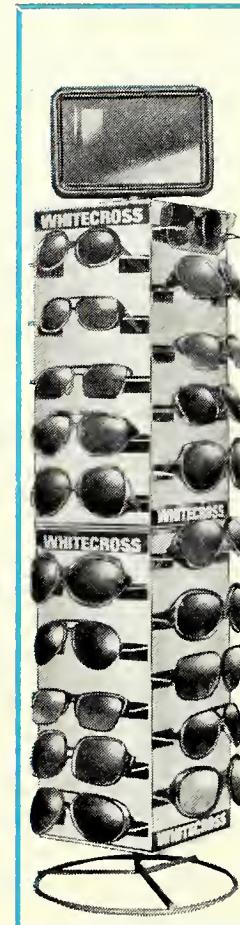


## The Whitecross 'SUN-DEAL'

This white-backed revolving Floor Display Stand on castors and with two mirrors is supplied FREE with a range of :

- 14½ dozen assorted Sunglasses with STANDARD Lenses
- 1 dozen assorted Sunglasses with POLARISED Lenses
- 1 dozen Clip-overs

Cost of complete unit to retailer £125.00 (+ VAT)



## The Whitecross 'CAVALCADE'

This white-backed revolving Counter Display Stand with mirror is supplied FREE with a selection of :

- 9 dozen assorted Sunglasses with STANDARD Lenses
- 1 dozen assorted Sunglasses with POLARISED Lenses
- 1 dozen Clip-overs

Cost of complete unit to retailer £62.56 (+ VAT)

**THE WHITECROSS OPTICAL COMPANY OF LONDON**

(Proprietors: Fredk. Lehmann Co. Ltd.)

FREDERICK WORKS, ROCHESTER PLACE, LONDON NW1 9JR

TELEPHONE : 01-485 6731